

LIFE



LEOTARDS

SEPTEMBER 13, 1943 **10** CENTS
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BACK HOME FOR KEEPS

There's a great day coming when you'll run down the path . . . straight into the arms you've ached for! You'll live again . . . laugh again . . . love again . . . share the foolish little jokes that mean so much to just you two. And when his eyes look into yours across the breakfast table, all the ages you've waited won't matter any more.

When that great day comes, in a bright and warless world, then Community*, too, can return again to the joy of making the bride's first favorite silverware. We're planning it now . . . as we work to win the war . . . planning gleaming patterns for your gala table . . . hoping with you it won't be long now . . . *that day will come!*

*TRADEMARK

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BUY WAR BONDS  SPEED THE DAY!



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If it's Community... it's correct

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Are you interested in a **SHAVING CREAM** *Guaranteed not to make Shaving a Pleasure?*



**Men, here is a product
 dedicated to the proposition that
 shaving is a nuisance and a bore!**

Sure, there is solace and comfort for shavers, in the big sea-green and white tube of Listerine Shaving Cream. But *not* pleasure.

Pleasure is too much to ask of any shaving cream . . . because no matter how you slice 'em, whisking off the whiskers is no fun.

That is why a man is entitled to all the help he can get to relieve the tedium and to speed the razor across the finish line . . . which is exactly where Listerine Shaving Cream comes in.

It is a *sensible* shaving aid. In every fractional inch of its quality cream, there is lots and lots of good, rich lather. And every moist billow which you brush-up is crammed with coolness, packed with what it takes to make shaving as painless as possible.

If all this sounds reasonable to you, we'd like you to meet Listerine Shaving Cream face to face. Ask for it at any drug counter. The price is low, the tube lasts long; so it is just as smart to buy as it is smartless to use.

P.S. TO THE LADIES: For a great shampoo try friend husband's Listerine Shaving Cream . . . just a little makes clouds of foamy, cleansing lather. LAMBERT PHARMACAL CO., St. Louis, Mo.

In every way worthy of the name,
 because made to the
 Listerine standard of quality



THE **35¢** TUBE THAT LASTS AND L-A-S-T-S
month after month after month



REMEMBER, THERE ARE 2 TYPES OF LISTERINE SHAVING CREAM
*Out of this tube come swell shaves
 for men who prefer no-brush cream*

This One



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first readers' eyes NEED THIS SPECIAL CARE



See that they have good "See-ability"

WHEN they're just beginning to enjoy reading—that's when you have to watch "See-ability" like a hawk. Because, then, children will sit down anywhere, read or study, regardless of the light.



Get more light from every lamp

YOURS is a double duty. First, protect childhood's precious sight by means of good "See-ability" from good lighting. At the same time, with fewer lamps available,

get the most light possible. (1) Move lamps closer to work or reading. (2) Keep lamps, shades, reflectors, clean. (3) Use only lamps you need—when you need them.

FOR ADDITIONAL SUGGESTIONS on better "See-ability" and how to get it, see new Westinghouse booklet "How To Get More Light For Your Money." Write for copy, Dept. L-9, Westinghouse Electric & Manufacturing Co., Bloomfield, N. J. Plants in 25 cities . . . offices everywhere.

Westinghouse
• MAZDA LAMPS •
FOR BETTER "SEE-ABILITY!"



LETTERS TO THE EDITORS

"THE HOUSE OF SAVOY"

Sirs:

That most excellently written article, "The House of Savoy," by G. A. Borgese in your Aug. 23 issue was both enlightening and refreshing.

It demonstrates that there now exists an active nucleus for the institution of genuine representative government in Italy, providing it receives some substantial support from the leaders in control of the destinies of the Allied nations.

Three cheers for Patriot and Democrat Borgese!

J. Z. WERBY

Longview, Texas

Sirs:

Dr. Borgese's violent article smacks of sans-culottism and the tumbrel. One can make out a case against any institution, republican or royal, by attacking personal characteristics, or reading history according to one's individual bias.

Italy's choice is revolutionary anarchy or orderly government, with liberal institutions under the unifying aegis of Savoy. Italians are a tradition-loving folk, and monarchy is one of their strongest national symbols.

RICHARD T. ANDREWS

Washington, D. C.

Sirs:

It is to be hoped that LIFE will in the future be able to furnish its readers more impartial articles than Dr. Borgese's piece of special pleading, which is such an extreme diatribe that your readers may come to the conclusion that the gentleman "doth protest too much" and that the House of Savoy is not so bad after all.

MATTHEW THOMLINSON

El Paso, Texas

GENERAL KEYES

Sirs:

Does the warrior type not change? Your photograph (LIFE, Aug. 23) of General Keyes immediately called to mind Leonardo da Vinci's well-known drawing of Warrior in Fanciful Armour in the British Museum.

It is curious that both likenesses were "taken" in Italy. About 450 years intervened.

AGNES MORGAN

Somerville, Mass.

● Below, General Keyes (left) and da Vinci's "Warrior" (right).—ED.



CANNING

Sirs:

In reference to your article on canning in the Aug. 23 issue, is it not true there are no botulinus spores in the soil of New England and that canning non-acid foods by the water-bath method is perfectly safe? We have always done it this way without harmful results.

MRS. KENNETH M. PIERCE

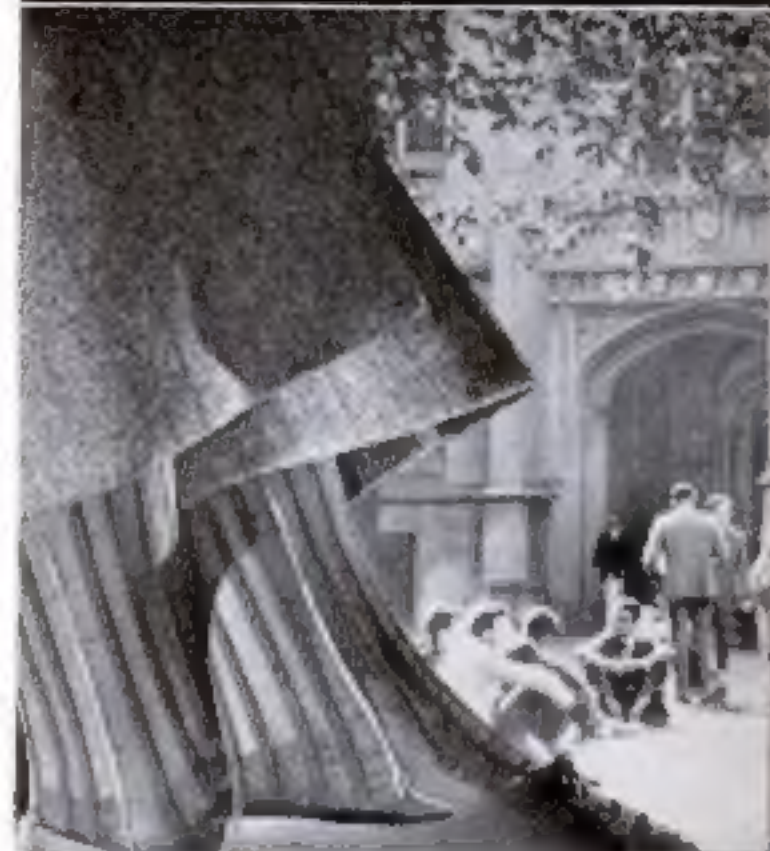
Berlin, Mass.

● Let Mrs. Pierce be warned that botulinus spores are everywhere, even in New England, and that all nonacid foods which have been canned by the water-bath method must be boiled ten minutes before eating.—ED.

(continued on p. 4)

Westminster

AMERICA'S FINER SOCKS



Back to school or off to war...
College course or Signal Corps
Wearing Socks that fit the part
Snugger ankles... really smart...
The girls all vying for selection—
That's Westminster Sock perfection.

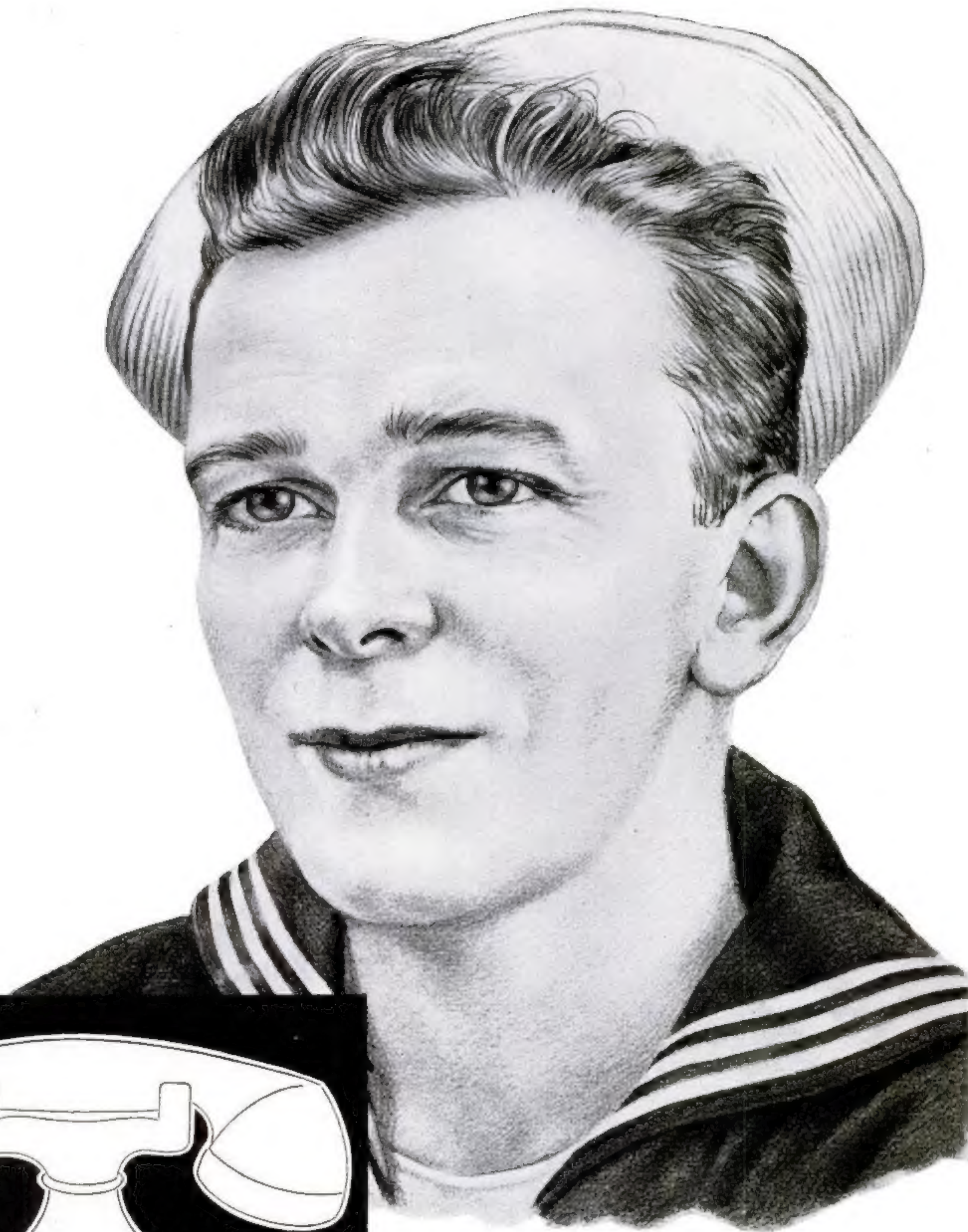


Be a model—be a star—
Remember Sir, where'er you are
It pays to keep your ankles neat...
To be well "socked" is not effete.
So buy Westminsters by the box
And wear America's Finer Socks.



Westminster

AMERICA'S FINER SOCKS



**Joe needs
the Long Distance
lines tonight**

He has a promotion to report. Or a week-end leave coming up. Or it's his mother's birthday.

Evening is about the only time he's free to call and it's important to him.

Will you do your best to avoid Long Distance calls after 7 at night, for the sake of millions of Joes — and Josephines? They'll appreciate it.

BELL TELEPHONE SYSTEM



What a lucky break for you, Madam!

OF COURSE you need your glasses—breaking them may handicap you seriously. *But so does wearing lenses that no longer fit your eyes!*

That's why breaking your glasses would be the luckiest thing that could happen to you. It would send you back to have your eyes examined again.

Too many people wait too long between eye examinations. They forget that eyes change with the years... that bright lights, closer

work, more reading, add extra strain to eyes—especially if they are sensitive to glare.

If glare sensitivity is among your troubles, Soft-Lite Lenses may be prescribed for you, as they have been for so many others, to control the amount of light that reaches the eye. Soft-Lite Lenses are slightly flesh-toned, less conspicuous and better looking.

Make that appointment for an eye examination today!

Soft-Lite Lenses are made by Bausch & Lomb of highest quality ophthalmic glass. They filter glare, make seeing more comfortable. They are prescription ground in single vision or bifocal forms to meet your eyes' requirements.



AMERICA NEEDS YOUR EYES—HAVE THEM EXAMINED REGULARLY

Soft-Lite Lenses

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There is only one Soft-Lite... identified by this certificate



LETTERS TO THE EDITORS

(continued)

THE LINDY HOP

Sirs:

Thanks to Gjon Mill for his really grand photographs of the Lindy Hop (LIFE, Aug. 23).

It's worth fighting just to preserve such a silly, crazy, wonderful, out-of-this-world dance originated by a silly, crazy, wonderful country!

Incidentally, Mr. Mill's model, Miss Kaye Popp, was certainly good for a sailor's morale.

KEITH H. ROBERTSON
U. S. N. R.

Jacksonville, Fla.

Sirs:

I hereby proclaim Kaye Popp "the girl I would like most to dance the Lindy Hop with." Boy, what a gal, what features, what a figure. What a boost to morale she could give by touring the Army camps. How about another picture of her?

GEO. VARDAMIS

Smyrna, Tenn.

● Below, another photograph of Miss Popp.—ED.



Sirs:

The cover of your Aug. 23 issue nauseated me. In these times of direst peril, must we be shown the latest adaptation of the age-old antics of the savage? There is no real music, no real art in the jazz-daffy, jitterbuggy dance you have documented.

ORLIN R. COREY

Nowata, Okla.

FRANK SINATRA

Sirs:

For a long time I thought myself abnormal because I found nothing in Frank Sinatra's voice to make me scream and have hysterics like other teen-age girls. I can never express my gratitude to find that LIFE agrees with me.

Don't you think he'd make a simply super hog caller?

ILVA EDELEN

Oklahoma City, Okla.

Sirs:

I've heard people say that it's disgusting the way girls sigh and scream when they hear Frank Sinatra sing. For heaven's sake, what teen-age girl could help it?

DORIS DAY

Topsfield, Mass.

Sirs:

In the Aug. 23 issue you published an article about Frank Sinatra, which I consider a mean and contemptible attempt to undermine his popularity!

I don't know about other Frank Sinatra fans, but I'll say this: that here is one ex-LIFE reader and I hope and will try earnestly to have many more follow me.

DOROTHY WELSCH

Brooklyn, N. Y.

(continued on p. 6)



The Lowest Priced
Nationally Advertised
Tooth Brush
in America

only 23¢

Pro-phy-lac-tic + NYLON

IN DUST-PROOF
CARTON

Pro-phy-lac-tic
NYLON
Tooth Brush

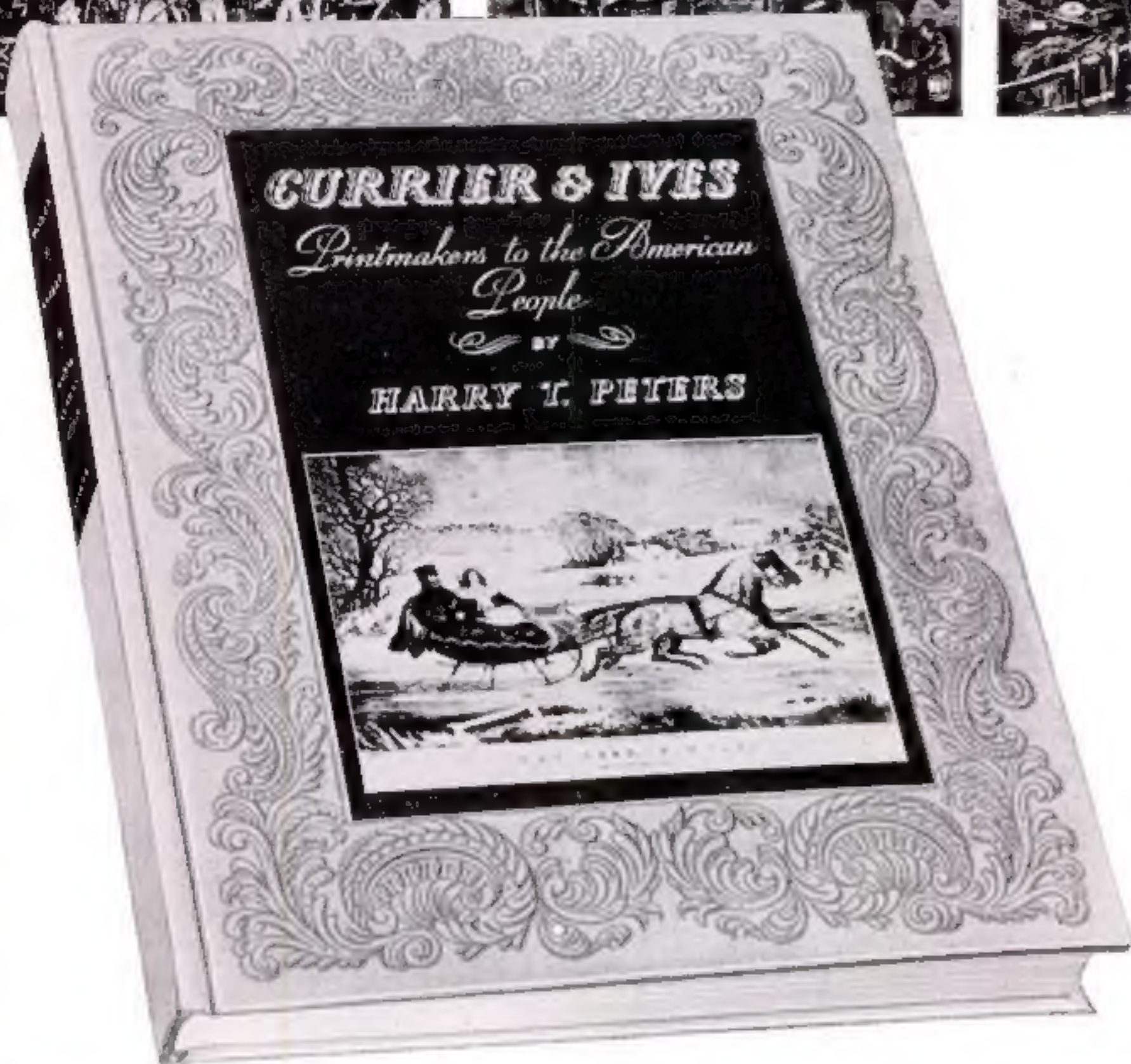


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Wear PERMA-LIFT for unwilted youthful lines. For there's a miracle at the base of the bra-cup where a patented cushion inset softly lifts your bosom, holds that firm rounded contour, never becomes limp or lax through seasons of washing and wear. Bra and Bandeau styles, \$1.25 to \$2.50. Long-Line models, \$2 and \$2.50. A. Stein & Company Chicago * New York * Los Angeles

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BRASSIERES

"THE LIFT THAT NEVER LETS YOU DOWN"



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In these prints can be found our social history between the years of 1835 and 1885 as it was unrolled in colored lithographs, which are now collectors' items.

The notable prints which comprise this book were taken from what is perhaps the definitive collection of Currier and Ives... that of Mr. Harry T. Peters, whose collection is certainly the largest in existence. There are many full-page, four-color reproductions. The page size is 9 by 12 inches, which makes these prints suitable for framing if desired.

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For every two books-of-the-month you do buy, you receive one of the Club's book-dividends free. Last year the retail value of free books given to Club members was over \$7,000,000—given, not sold! These book-dividends could be distributed free because so many subscribers ordinarily want the book-of-the-month that an enormous edition can be printed. The saving on this quantity-

production enables the Club to buy the right to print other fine library volumes. These are then manufactured and distributed free among subscribers.

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When you have things to be accomplished you want underwear that can accomplish things, too. That's Munsingwear. It's got a bear of a reputation for keeping fellows warm, comfortable and pleased with their selection.

Munsingwear garments fit you and fit any situation you are likely to be up against. Work, play, after-hours loafing and sleep are all made more enjoyable by Munsingwear's exclusive, patented features.

SKIT-Shorts, SKIT-Longies, SKIT-Trunks, SKIT-Shirts, "Slumberalls."* We can't be sure you'll find every size in every type of Munsingwear—we're doing war work, too—but chances are you'll be able to buy what you want, and it's certain you'll like what you buy. In better stores.

Munsingwear

The only underwear with the **STRETCHY-SEAT**

* REG. TRADE-MARK

LETTERS TO THE EDITORS

(continued)

Sirs:

Why don't our symphony orchestras get wise to the fact that jive and long-haired music can't mix? Let 'em learn to balance their budget with Bach!

SIBYL CHRISTENSEN

Lost Nation, Iowa

Sirs:

May I suggest the establishment of a fund to supply poor Mr. Sinatra with a metronome, a haircut and a course in good manners.

GRACE MEACHAM WARD

Cambridge, Mass.

Sirs:

I think that the enclosed picture pretty well illustrates the male attitude



toward Frank Sinatra—also the female, for that matter.

D. D. ELLIOTT

Oakland, Calif.

Sirs:

Thanks for the illuminating article on Swooner-Crooner Sinatra who, in my estimation, hasn't as much personality as one of Bing Crosby's sports jackets.

MURIEL WINDHAM

Dallas, Texas

● Below, Mr. Sinatra and Mr. Crosby.—ED.



THE STATE DEPARTMENT

Sirs:

Your editorial of Aug. 23 on the State Department will probably fetch down upon your heads such cries as "un-American," "unpatriotic," "aid to the Axis," but I for one feel that such plain talk about this particular subject has long been overdue, and that your effective publicizing of this important but weak element in our foreign relations is one of the most patriotic services a popular magazine can render the U. S.

In 1934-35 I was privileged, as a member of a graduate class at N. Y. U., to make a rather detailed comparative study of the State Departments of five of the world's leading nations, namely, the U. S., England, France, Italy and Germany. It was our amazing but un-

(continued on p. 8)

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NEW REFRIGERATOR?



Sorry . . . none available 'til after Victory. If you must move to another city, make sure your irreplaceable household appliances and other precious possessions arrive SAFELY. Call ALLIED.

ALLIED VAN LINES is a NATIONWIDE organization with more than 1300 modern, weatherproof vans . . . expert packers, handlers and drivers . . . the finest equipment available.

Your nearest agent-member is listed in the classified phone book

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KEEP

your scalp in condition,
invigorated and tingling—

HAIR

manageable, well groomed and
free from loose dandruff, with

JERIS

for Loose Dandruff

At All Drug Stores and Barber Shops

AN AMERICAN *Two-Gun Story*



THEY are 40 millimeter anti-aircraft cannon; produced in quantity for the first time in the U.S.A. by Chrysler Corporation, and installed on fighting ships, on shore defenses, and going with the armies into action on land.

We saw the gun for the first time at the Frankford Arsenal on January 4, 1941. It had never been made in large quantities. Its drawings and specifications were not designed for volume manufacturing methods. Our first step toward making them in large numbers was to re-dimension every part to meet our volume production requirements.

To help speed this work, one of the guns was promptly shipped to us at Detroit with the

WE SEE IT FOR
THE FIRST TIME



existing drawings and specifications for its more than 1500 parts. When the gun arrived it was taken apart and studied piece by piece to determine how each part could best be made. At the same time our engineers and draftsmen began the new drawings and specifications for all the parts.

On February 3, came an order from the U. S. Navy to build a pair of test guns at once. As work on these first two guns advanced, our technicians and production specialists continued their efforts toward simplification of construction and assembly, and determined the



IT
BECOMES
A TWO
GUN JOB

tools and equipment that would be required for large quantity production.

A study of the gun by our planning and pur-

chasing specialists indicated that the making of more than half the parts could be subcontracted to other companies. We began at once to place orders with some 1836 subcontractors, located in 281 towns in 30 states.

On June 20, 1941, we were authorized to set up to build the gun in two types—water-cooled, twin mounted guns for the Navy, and air-cooled, mobile mounted guns with single barrels for the Army.

The two test guns on which we had been working were now completed. Within ten days they were tested by the U. S. Army Ordnance Department and approved.

Plymouth, Dodge, De Soto and Chrysler plants were given their assignments to manufacture certain parts of the guns that were best suited to their facilities.

As gun production got under way the experience gained in years of car and truck production, and the cooperation of Army and Navy engineers, aided us in developing manufacturing short-cuts which saved much time, material and use of machine tools.

One part formerly machined from solid brass was changed to a combination of steel and

CANNON—
BY CAR AND TRUCK
PRODUCTION
METHODS



bronze, saving 50,000 pounds of precious brass per month.

We formed the gunsight plate from powdered metal. This was faster, saving not only machine time but material, too.

We made the flash-hider from a plain steel tube instead of a solid forging, saving greatly in time and over 50% of the material.



Gun barrel drilling time was cut in half, and rifle grooving was reduced from six hours to forty-five minutes. Many other time and material saving short-cuts were worked out as gun production moved ahead.

The care and precision with which each part is made enables us to put the guns together in one-thirtieth the time required before we applied quantity production methods.

A STORY FROM
THE SOUTH
PACIFIC



From the South Pacific came a thrilling action story, reported by the Incentive Division, U. S. Navy. A fine American battleship, under the command of Captain Thomas Leigh Gatch, in 30 minutes of swift, deadly action, destroyed 32 Jap torpedo planes—many with 40 mm. anti-aircraft guns.

WAR PRODUCTS OF CHRYSLER CORPORATION

Tanks • Tank Engines • Anti-Aircraft Guns • Bomber Fuselage Sections • Bomber Wings • Aircraft Engines • Wide Variety of Ammunition • Anti-Tank Vehicles • Command Reconnaissance Cars • Cantonment Furnaces • Troop Motor Transports • Ambulances • Marine Tractors • Weapon Carriers • Marine and Industrial Engines • Gyro-Compasses • Air Raid Sirens and Fire Fighting Equipment • Powdered Metal Parts • Harbor Tugs • Field Kitchens • Bomb Shackles • Tent Heaters • Refrigeration Compressors • Aircraft Landing Gears • and Other Important War Equipment.

In the production of this war equipment Chrysler Corporation is assisted by 8,079 subcontractors in 856 towns in 30 states

Tune in Major Bowes every Thursday, CBS, 9 P. M., E. W. T.

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[BACK THE ATTACK—WITH WAR BONDS]

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Wise Foresight

You're looking ahead with wise foresight when you buy Big Yank Flannel Shirts for men, or Yank Jr. Flannel Shirts for boys. They're great cold weather shirts for everyday wear in the city or on the farm. They have storm-proof cuffs, patented elbow-action sleeves, and convenient pockets for watch or cigarettes... features that pay off in long-lived comfort. In cheery plaids of wool or twill flannel, also in long-wearing solid color sueded and twills. Tailored by Reliance, and sold by good dealers everywhere.

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MAKERS OF Big Yank Work Clothing
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Matériel



LETTERS TO THE EDITORS

(continued)

deniable conclusion that of the five State Departments studied, ours definitely rated lowest in such important matters as the mechanics of its organization, the ability requirements for its personnel, and its proportional financial resources. The accepted idiom, "The Navy is our first line of defense," is in itself a long-standing reflection on the capabilities of our State Department.

CARLOS DE ZAFRA JR.
Newark, N. Y.

McSORLEY'S OLD ALE HOUSE

Sirs:

That was a wonderful photographic presentation of McSorley's bar where I have spent many enjoyable hours in the past—tossing down a few pints of ale with old friends and new acquaintances. For a moment as I read, the whole atmosphere of the place came back to me and I could almost taste the good strong ale that is dispensed there. To say that I was a bit nostalgic is an understatement.

GEORGE H. TUCKER Sk 3/c
U. S. N. R.

Clinton, Okla.

Sirs:

In spite of the "no wimmin" rule at McSorley's, Elizabeth Fitzpatrick of Flushing, L. I. and I gained entrance to McSorley's one evening in 1939, stood at the bar and ordered two beers.

True, we weren't served. True, we were politely asked to leave—but to Miss Fitzpatrick goes the distinction of having set foot within the hallowed precincts of McSorley's, a privilege few females can claim.

FRANCIS HOGAN
New York, N. Y.

PICTURES TO THE EDITORS

Sirs:

Seeing the photo of the young lady walking on the water in Pictures to the Editors for Aug. 23 reminded me of a



picture which I took some years ago of a young man sitting on the water—certainly a more difficult feat than walking.

EUGENE J. SWEENEY
Naugatuck, Conn.

Sirs:

I agree walking on water is a difficult task, but standing on your hands on water is harder yet.

EDWARD BALDWIN
Bloomfield, N. J.



SAVE RATION POINTS!



Feed KIBBLES®

Meat meal of 50% protein, cereals, vitamins, food minerals—there's not a critical human food in Miller's KIBBLES—yet it gives your dog everything he needs for a delicious, healthfully balanced, basic diet. It is a product thoroughly proved by 26 years of dog food experience.



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ASK FOR "Miller's KIBBLES"

**LIFE
IN THE HOLLOW
OF HIS HAND**

SPARKLET BULBS

With a single motion, Sparklet Bulbs release enough buoyant gas to inflate a life belt or life jacket instantly. They provide an extra margin of safety for fighting men on or over the sea.

Sparklet products are now pledged 100 per cent to Victory, and when peace is won Sparklet Bulbs and Syphons will again be available to add life and sparkle to your home-mixed drinks the convenient way.

Buy More Bonds
to Buy Bulbs for
Our Boys.



SPARKLET DEVICES, INC.
DIVISION OF KNAPP-MONARCH CO., SAINT LOUIS

Flying Buzz-Saw!

OFFICIAL INSIGNIA OF
THE 41st FIGHTER SQUADRON
U. S. ARMY AIR CORPS

This is only one of the many colorful insignia selected by our Army airmen to identify their squadrons and decorate their planes.



HERE'S TO THE BOYS OF THE "FIGHTING 41st"
—whose courage and ability and fire-power have made
this insignia famous. Flying with the same uncanny skill
that marks American airmen everywhere, "cutting" Axis
formations to ribbons with the fury of their cannon fire
... these boys are "flying buzz saws" indeed! To them...
and equally to members of all the other great squadrons
of the Army Air Corps... Oldsmobile respectfully
dedicates this page. More FIRE-POWER for them!

Note the insignia on the cockpit of the squadron's American fighter plane

FIRE-POWER IS OUR BUSINESS!

Putting the "teeth in the buzz saws" is one of
our biggest wartime responsibilities at Oldsmobile. The "teeth" are those cannon in the noses
of the planes shown in the picture. Tens of
thousands have been built at Oldsmobile. And

they're still pouring off the lines, to give our
flying fighters all the Fire-Power they need. Oldsmobile also supplies another type of airplane
cannon — larger, harder-hitting and destined
to play a very important role in future aerial
warfare. And Oldsmobile produces cannon

for tanks and tank destroyers, too, plus shell
for both Army and Navy... Fire-Power for
action on every front, by land, by sea and by air!

You too can help back up the boys of the
"Fighting 41st." Buy War Bonds regularly.

OLDSMOBILE DIVISION OF **GENERAL MOTORS**
KEEP 'EM FIRING

Eat it darling— it's Maha-Mudaliyar

Goodness, what's that?

A super-delicious variety of mango from Ceylon.

I'm not going there—where would I get to eat one?

Perhaps in your own home, after the war.

How come?

They'd just wrap it in **PLIOFILM** and ship it across the world to you.

A perishable fruit like that?

What do you mean—perishable? You forget that **PLIOFILM** is the amazing waterproof wrapping that keeps foods moistureproof, flavorproof, spoilageproof—practically as juicy and delicious as the day they were picked.

Yes, but how long?

Well, numerous experiments with **PLIOFILM** at agricultural schools prove that it can keep most fruits and vegetables fresh months longer. Yes, months! That's also true of many other foods—cheese, coffee, tea, meats, bakery goods and soups.

I suppose right now **PLIOFILM** is enlisted for the duration?

Yes, today it's a war-worker-only. But tomorrow, after Victory, **PLIOFILM** will be back to serve your dining room table—to heap it with the best food you ever ate, better-tasting, better-looking, better-lasting.

P. S. **Pliofilm** is not just for foods alone. It has literally thousands of applications such as low-cost protection for pharmaceuticals, chemicals, tobacco, precision instruments, cables, all moisture-sensitive products; also as covers for refrigerator bowls.

EIGHTEEN MONTHS IN PLIOFILM! Remember what happens to ordinary unwrapped carrots after a week in the icebox? Well—take a look at these **Pliofilm**-protected carrots which were stored at 37°F—for a year and a half! The Agricultural Experiment Station of the University of Florida made this test; reports: "Loss of weight was negligible, and the carrots held their color perfectly—retained their firmness and vitamin content."

ATTENTION: COOPERATIVES AND GROWERS' ASSOCIATIONS—Prepare now to take advantage of this new miracle in fruit and vegetable packing for after-the-war markets. For information write: **Pliofilm Sales Dept., Goodyear, Akron 16, Ohio.**

Pliofilm



Pliofilm—T. M. The Goodyear Tire & Rubber Company



LIFE'S REPORTS

THE MIDWEST'S MOOD: PART I

IT WANTS AMERICA TO TAKE AN AMERICAN POSITION IN WORLD AFFAIRS

by ELIOT JANEWAY

All day long, over the grain fields and the grasslands, the planes drone through the burning sky. Across the endless network of Army airfields the young men bring in the bombers and fighters and set them down and take them up again, all part of the incessant activity that stretches from the plants of Wichita and Omaha out to the Italian marshes and the steaming Chinese plains. The important men shuttling between New York and Hollywood, London and Washington and San Francisco, ride the transports, and look down at the unknown rivers, the Kaw and the Arkansas, the Platte and the Osage, so much more unfamiliar than the Dnieper or the Po or the Thames. One world? Yes, these men would echo the phrase, because flying across 3,000 miles of it in one day has become routine to them. But theirs is not a world which pauses to include the patient, shy, tough people whose houses are brief flashes of white in the middle of the golden fields; who watch the bright transports fly the busy, memo-trading, brief-case-carrying world travelers over their heads, over the richest, most hopeful, most productive land in the world—the forgotten Middle West.

If America's greatest contribution to the war so far is production—and so the New York advertising men insist in their manifestoes to the hinterland—then the Middle West is pre-eminently making that contribution. This great rolling river country has produced the crops of corn and steel.

Yet the people of the Middle West feel forgotten, ignored, belittled—except as producers. The taxi drivers wait defiantly for the traveling Easterners on their way to the hotels to say "Isolationist." The newspaper men get indignant at reports that the Middle West is still blind and backward, and bent on returning to normalcy based on hatred of George III, or V—or whoever it is now.

The town of Red Oak, Iowa, seat of Montgomery County, sits comfortably on one of the Missouri's tributaries—the East Nishnaborna. It is one of those larger, softer reproductions of a New England village that the pioneers left behind them all across the continent. Around Red Oak, through western Iowa, stretch the villages whose names are puzzling, fascinating clues to what their settlers were. Schleswig, Iowa, and Holstein, Iowa. Were they settled by angry democrats who resented Bismarck's *Machtpolitik* of 1865-66? What poet named White Cloud? Who found fulfillment at Eureka or Climax? Above all, what clairvoyant celebrated a future battle roll and called two sleepy little towns Midway and Mt. Etna?

In Red Oak today there are only older people and children. When the war came the young men enlisted. They did not wait to be drafted. They distressed the urban intellectuals by their seeming unconcern with war aims and ideologies. But ideologies do not need to carry brand labels or be formidably unintelligible. These boys had a system of beliefs—not simple indeed, but very old and deep-lying, which require them to fight, as their fathers and grandfathers did, as soon as it becomes clear to them that trouble is rolling down upon their land. Their war aims are to stamp out that trouble, to see for themselves Berlin and Tokyo as captured capitals—and then to come home.

The girls followed them when they left, down to the Army camps, all the way to the embarkation

ports. Perhaps they felt nearer to their men there, where they had seen them last, and so many of them stayed on and got jobs in Norfolk and San Francisco and Seattle. Some of them went home to have babies. Often they left the children there with the grandparents and went back restlessly, on the crowded streamlined trains to the port city, the rim of the continent, to wait.

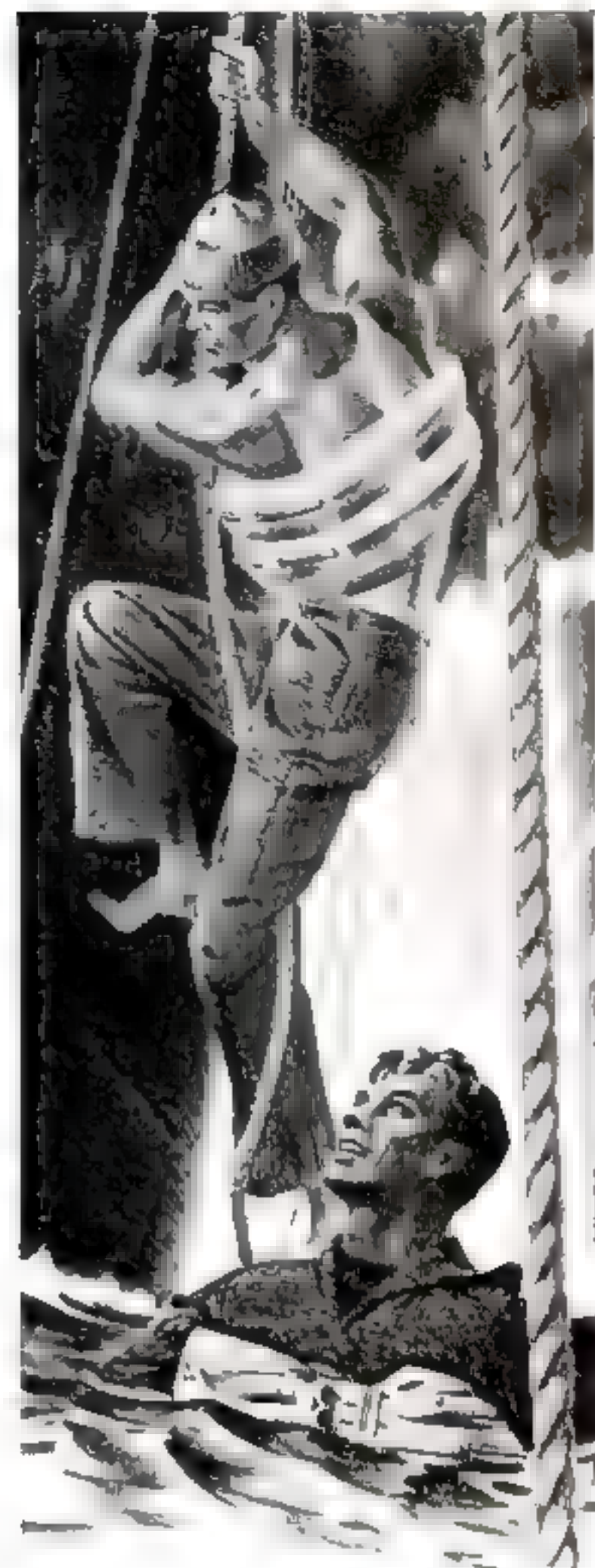
Meanwhile Red Oak waits—waits for its youth to come back. "Return to normalcy" is not a suspect phrase there. It means simply, when the young men and women are home again, and the stores that the draft and the shortages have closed reopen, and the children go to bed in their parents' new small houses, and early evening is a bustle of shopping and young laughter. Evenings are quiet now. The grandparents tend to drift to the green near the courthouse. It is a pleasant place for a talk or a game of checkers, in summer. And big in the center, much bigger than the plaque which lists the dead of 1917-18, stand the boards that give the names of all the Red Oak men in the service. The dead are marked plainly, but every father and mother in Red Oak can tell you too just who has been wounded or taken prisoner.

The Heartland is ready . . .

American foreign policy has always been a luxury—with the immense but established exception of the Monroe Doctrine. It has not been part of the current of everyday life, as have railroad rates, for instance, or the eight-hour day, or rural road construction. But foreign policy is today almost as important as railroad rates. It is no longer just a subject for debate, either around the cracker barrel or in parlors, or between formal gentlemen on the lecture platform. It is getting to be a matter for action. In the last analysis, it comes down to this—America does not want to be left without allies when the next war starts.

Quite frankly, the heartland of America is ready to begin the game of power politics. The people of the Middle West have no expectation that the world will be made "safe for democracy," or that this is a war to end war. They are not looking forward to a peace table at which all problems will magically be solved, leaving them to turn their eyes and their minds back to vistas no wider than a 40-acre field, no longer than their county seat's Main Street. They can see themselves involved in what Lindbergh called the everlasting wars of Europe every time they look up at the shuttling planes over their own roof-tops.

Here is what they are thinking. The No. 1 problem is not Britain, because no one is afraid of her. She may try to outsmart us after the war and she may succeed. But if—but when—War III comes, the two of us will be in the same boat. The great problem is Russia. No one knows what she will do, but everyone fears what she could do. The decisive question facing any country that expects War III is which side Russia will be on. The mystery and suspicion and hatred of Russia are still in the atmosphere, but they no longer dominate it. The U. S. likes fighters and it loves winners. Right now, the people of the Middle West are sure that the war in Europe is over—over because Russia has won it for us. They don't either like or love Russia, cer-



YOUR

Soda Water

MAY BE SAVING
THEIR LIVES

Those handy metal bulbs for making seltzer are pretty scarce around town. They have something a whole lot better to do.

Two of them are on each of these new self-inflating life belts waiting to save a fighter's life. Some of the Dot snap fasteners that you have been missing are on these belts, too, helping to keep them ready for instant action.

Such small things to give up! But the time is coming when the Yankee ingenuity that is winning the war will be at your service again with the same Yankee gadgets . . . only better made and more of them.

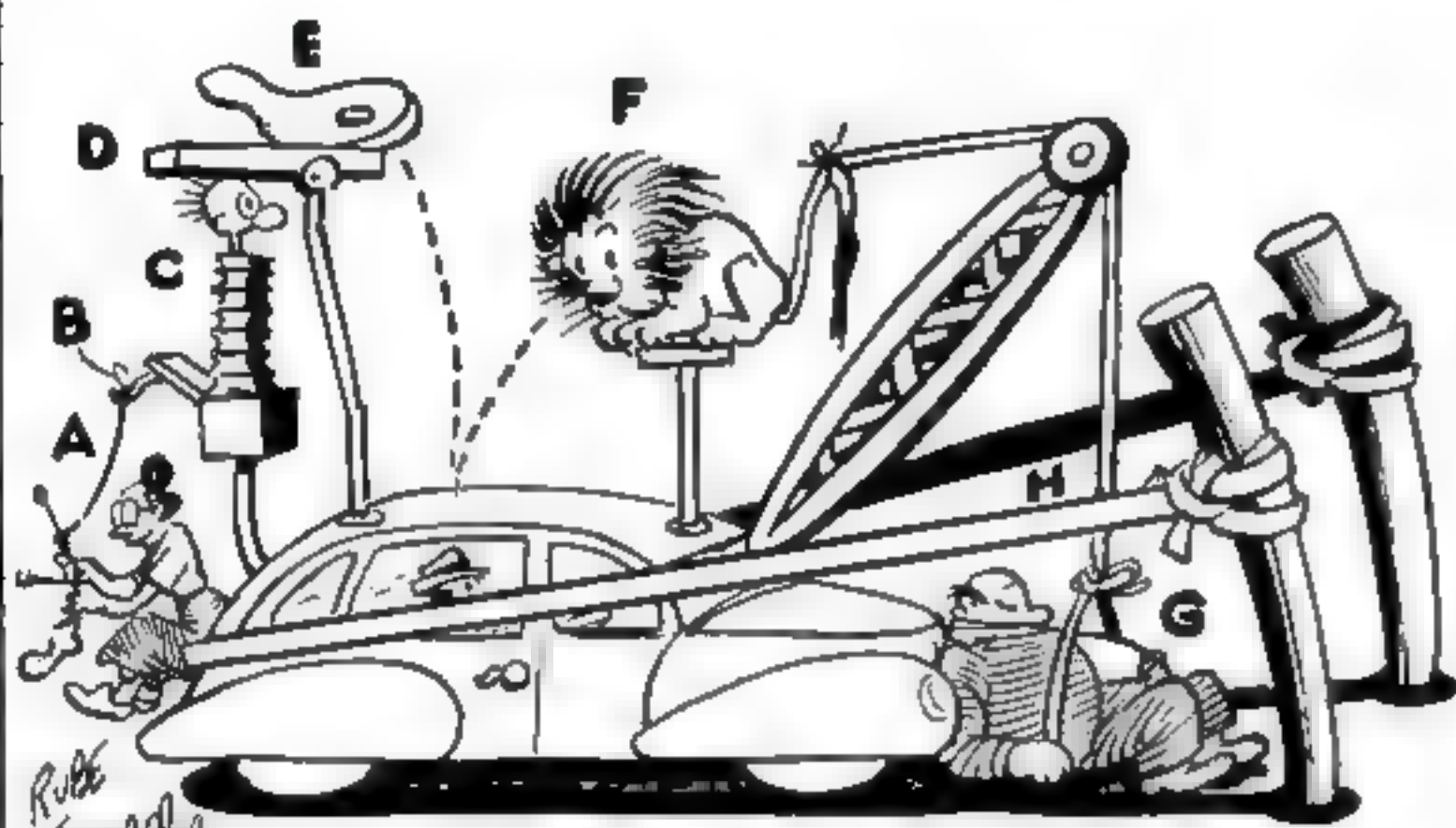
UNITED-CARR FASTENER CORP., Cambridge, Mass.

DOT FASTENERS

CONTINUED ON NEXT PAGE

DON'T WASTE GAS!

SAYS RUBE GOLDBERG



GRANDMA (A), KNITTING PAIR OF SOCKS, PULLS LATCH (B), CAUSING JACK-IN-THE-BOX (C) TO POP OUT AND HIT TEETER — BOARD (D), DROPPING LARGE STEAK (E) ON TOP OF CAR — LION (F) DIVES FOR STEAK, LIFTING 300-POUND GENTLEMAN (G) AND ALLOWING POWERFUL SLING-SHOT (H) TO PROPEL CAR AHEAD — IF YOU CAN'T GET A STEAK, STAY HOME AND BUY WAR BONDS INSTEAD, SO OUR BOYS CAN BRING HOME THE BACON.



Save gas for fighting engines...
keep your car in condition by
sounding your Z for

PENNZOIL

How Oil Can Save Gasoline

Only about one of every four gallons of gas you use actually moves your car. The rest is "wasted" overcoming air resistance and friction and in producing heat.



**DON'T WAIT
FOR BELTS
TO BREAK!**

On most cars, a broken fan belt stops the water pump and generator. Engines overheat and batteries run down. Maintaining proper tension and keeping belts free from oil will lengthen their life.

Write for "Keep Your Car Alive"—16 pages of facts and pictures devoted to preserving your car for the duration. Address Dept. AL, The Pennzoil Co., Oil City, Pa.

If sludge causes piston rings to leak and valves to stick, additional power is lost. Under today's conditions, only the best oil can resist sludge formations so your engine will stay clean and easy on gas.

Pennzoil is refined from pure Pennsylvania oil especially to reduce friction and engine deposits. It helps you get every possible mile out of that vital fourth gallon of gas. Next time, specify Pennzoil—and be sure to sound your Z!



*Registered Trade-mark

PENNZOIL® GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY

LIFE'S REPORTS (continued)

rainly, but for every reason that they once hated her, they now feel she is needed.

For another thing, people expect her to retain her military power, to keep her armed forces up to wartime efficiency without regard for cost, comfort, or politics. To do this, she will very likely be interested in working out peacetime trade agreements with us, and with other countries producing what she may need. Above all, Russia is respected because she is obviously playing a game of Russia First. Whatever is enigmatic about Russia, and there is plenty, her determination to play her own game is clear, and its realism and coherence grow on us the more we affirm our intention of playing our own game.

... for "participation"

We do have a game to play. That is the discovery the Middle West is making. It has enshrined it in a new word, a word already more widespread than "isolationism" ever was, a word that can mean all things to all men, and yet has a basic, sincere value. That word is *participation*. The idea commits us to nothing, and yet gives us an option on trying almost anything. We are going to participate in world affairs when the war is over. How we participate, what the American position may be in any specific instance, has not been determined. But the Middle West is convinced that an American position in foreign problems will emerge and it is going to maintain that position with all its strength.

There are, for example, extreme interventionists who follow Mr. Justice Roberts in believing that our sovereignty must be submerged in that of some world government. There are ex-isolationists who concede that of course "America must participate in every world matter of interest to her," and add that the first and most vital is to get "something concrete" out of England in return for Lend-Lease. Bigtime Republicans are saying with increasing conviction, "If our convention nominates a man of whom I'm not sure, a man who might not want to participate in running the world, I'll support Roosevelt myself—though I certainly hope the convention won't make me do so." Business sentiment by and large is summed up by men like shrewd Mike Cleary who runs the huge Northwestern Mutual Life Insurance Company at Milwaukee. "Isolationism?" he says. "It's dead. Everybody wants to participate in what's coming."

The four chairs

A corollary of the withdrawal from isolationism is the general acceptance of Roosevelt's foreign policy—in the past. As for the present, the Middle West is overwhelmingly for Roosevelt's conduct of the war because "he has won it for us without any casualties." It is the future that is puzzling.

Consider another group—the farmers of Iowa and Wisconsin. They made the New Deal possible. But in the last two years they believe Roosevelt has been drifting away from them. They have been first mystified and then antagonized by his domestic policies. Now their suspicion and hostility are beginning to extend to the foreign field where they were previously willing to take him on faith. They can't make out what he is doing. Does Roosevelt want simply to win the war? Then he is no different from any number of Republican politicians who bobbed up in the 1940 convention and promptly disappeared again; and the misty idealism he is talking is artificial and not to be taken seriously. But, the liberal Middle West continues, if he does believe this misty idealism, if Wallace really speaks for him, then we are more puzzled than ever. For, they say, either we don't understand these ideals, or if we do they are not ours.

All over the Middle West the clearest, most vivid picture of what to look forward to is the four chairs around the table at the Peace Conference. It is a universal symbol that comes out again and again in conversations, speeches, sermons, in every type of community. In one chair will be Winston Churchill with his bulldog stoop, his smile and his cigar; in another, Joe Stalin, the perfect picture of the western bad man, the tough hombre, in the third, Chiang—or Karshek as he is quite as frequently called—the inscrutable poker player, thinking of the long pull. "And who will be sitting in the fourth chair representing us?" asks the Middle West. "Will he be as good, as hard, as the others? Will he think of America first, as Stalin thinks of Russia first, as Chiang of China, as Churchill of the British Empire?"

The 100% Roosevelt men of course say that the President is our only hope. But the people are not so sure. The current anti-Wallace clichés—the quart of milk for every Hottentot, for instance—are as much an expression of doubt as they are a cause of it. The sense of distance between themselves and Washington, the resentment over domestic

Count on this!



■ There will be better bicycles after the war.

The very best bikes will be equipped with a

New Departure
COASTER BRAKE

MEDICO FILTERED SMOKING

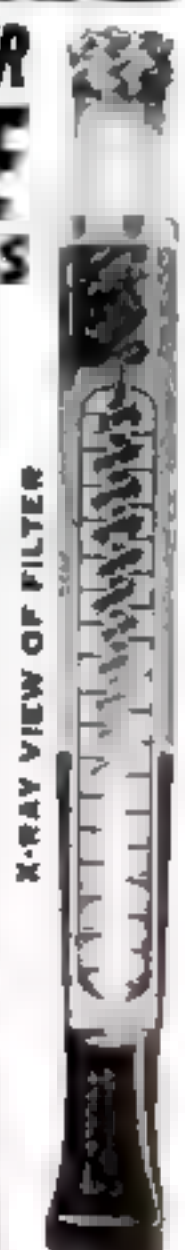
**SENSATIONAL PIPE FILTER
ALSO IN CIGARETTE
AND CIGAR HOLDERS**

No wonder millions have switched to this amazing and revolutionary filter invention—the greatest improvement ever known in pipes, cigarette and cigar holders.

Inside of cellophane exterior are 66 mesh screen "baffles" which whirlcool smoke—retain flakes and plugs—minimize juices, raw mouth, and tongue-bite. Improves taste and aroma of your favorite smoke.

This filter is the "heart" of Medico Filtered Smoking. When discolored, put a fresh one in your pipe or holder. Costs only ONE CENT. Do not miss the benefits of mild, sanitary, Filtered Smoking.

Something wonderful goes on inside



LIFE'S REPORTS (continued)

ineptitude, the confusion of tongues on foreign policy, all make the people distrust Roosevelt as a continuing power.

Nothing could make this clearer than the immense popularity that Winston Churchill enjoys—not Britain, certainly not the Empire—but Churchill himself. His personal prestige rises in inverse ratio to the suspicion attaching to everything he represents. Every second person in the Middle West can—and does—quote you his immortal sentence—"I did not become the King's First Minister in order to preside over the liquidation of the British Empire." People who have never in their lives invoked his Majesty's Government or rolled the word liquidation on their tongues repeat this verbatim. And they are apt to add, "By God, I respect him for his frankness! We need somebody who can talk cold turkey to the British the way Churchill talks it to Roosevelt."

Churchill's radio speeches, again, have appealed to the Middle West much more than the President's recent ones. The very fact of Churchill's remoteness, his alien qualities, even the anti-British tradition of America have increased his popularity, for there is no commitment or obligation involved in responding to him and liking him. And he so obviously can take all opposition, he is so rugged and solid and outspoken in the very way that Roosevelt has ceased to be, that there has actually become a nonpartisan Churchill cult. It is a way of expressing dissatisfaction with the President, and of voting for a new personality to sit in the fourth chair at the Peace Table and play poker with Winston.

Stalin is immensely popular in the same way, though naturally he is even more remote than Churchill and what he represents is even more disliked than the British Empire. But he is popular because he is tough, he is the boss, he thinks of Russia, for Russia. And, incidentally, he is popular because his name is Joe—and nothing could be funnier than to think of addressing him by it. But he, and Chiang too, are fit occupants of two of those four chairs. The great question is who will sit in the chair marked America?

Well, who?

The Middle West is alive with political talk and political speculation—but it is not a kind of political ferment that

FLORSHEIM SHOES

*Designed and Built
for Longer Rationed Wear*



Leather is one of the seven most important basic materials of war. Our allies, like our soldiers, are stepping ahead in the shoes you don't buy. Buy fewer shoes but better ones, Buy Florsheims.

Illustrated, left to right: THE EXMORE, THE VIKING, THE HIGHLAND

Most Styles
\$10.50 and \$11
Florsheim  *Shoes*

THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

CONTINUED ON NEXT PAGE

FURTHER ADVENTURES of the **7** LITTLE DIXIE CUPS

1 I'm in the Navy...even on the rough-riding PT boats that carry torpedoes...supplying hot drinks to the daredevil crews in the thick of action.



2 I ride the troop trains where the men need cool, fresh drinking water. And at chow time I make things easy for the mess sergeant because I don't have to be washed. I'm clean and sanitary...and never pass colds along.



3 I'm the popular "PX" Dixie...helping the boys cool off at the Post Exchange...filled to the brim with rich chocolate malts and refreshing soft drinks.



4 I work on all three shifts at the war plants...popping out of lunch-boxes filled with good things from home, like salads and baked beans. I make lunch-packing easy.



5 I'm a sky-fighting Dixie...serving the bomber crews over the Mediterranean, down in the South Pacific and up in Alaska. I'm light, I'm handy and I don't have to be washed.



6 I have a big job at shipyard and factory cafeterias...chock-full of tempting puddings, desserts and lots of nutritious foods. And I help keep folks well and on the job, because I never carry germs. Only one person uses me.



7 I'm the Dixie who helps keep up our soldiers' and sailors' morale. You'll find me at the USO canteens, and at soda fountains everywhere. I keep everybody happy because I'm so hygienic and I save so much time.



Most of us Dixie Cups are working for Uncle Sam—so if you don't always see us on our familiar peacetime jobs, it means we're taking care of him first. We know you'd want us to.

DIXIE CUPS

DRINKING CUPS AND FOOD CONTAINERS

LIFE'S REPORTS (continued)

would be familiar to Frank Walker or Harrison Spangler. It is politics in an Aristotelian sense; it has to do with grand strategy on national issues, with long-term decisions on the place of America in the world, on the meaning of America to the total life of its myriad communities. Only the professional politicians are talking now of such a thing as the 1944 election. The people are talking about their own business, not the election, which is the politicians' business in pre-election years. Besides, the farm communities are too busy getting in the crop. Farmers don't begin to talk about voting until the winter visiting season begins.

One phenomenon that might seem, superficially, to be political in nature is the popularity of Willkie's *One World*. Everyone discusses it, almost everyone has read it. But its impact is anything but political in the narrow sense. Rather the immense interest in the book is the reflection of the spiritual void in Middle Western life, of the aching need for leadership, of the desire to know about the rest of the world and to participate in solving its problems. And yet this reception of the book does not imply political support for its author. *One World* is extremely popular, for instance, among groups who just don't connect the book with Willkie's political position on tariff reform or racial tolerance.

It is possible, of course, that wide support for Willkie as a political candidate might develop. There is a great deal of resentment among Republican voters at the bigotry with which he has been treated by the Republican machine, and there is no doubt but that he could roll up impressive votes in a number of primaries. But there is one question that the voters of the Middle West must have answered before they accept Willkie as their leader. "Does he understand our problems? We voted three times, some of us, twice most of us, for Roosevelt because we believed he did—and now he is so far away from us that we are not even sure he knows our problems exist. Willkie is close to Roosevelt, O. K. But is he close to us?" Until Willkie answers that question he is not a political leader, but rather a moral force.

(IN NEXT WEEK'S ISSUE:
THE MIDWEST'S MOOD:
PART II)

Good things come in threes!



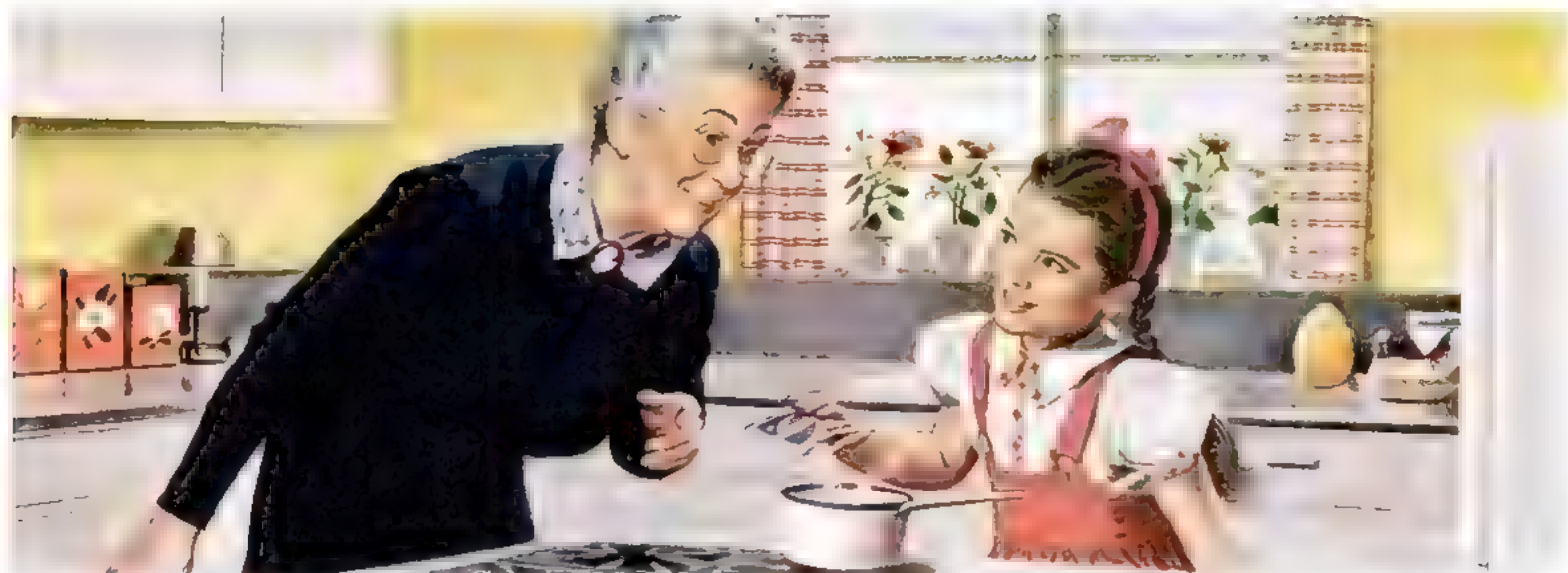
When buying today's fine Berkshire Stockings, try to keep 3 pair on hand. A pair to wear, a pair to wash...and a pair to dry slowly means longer wear. Want more wise advice? Get the new leaflet "Berkshire Ballads" at your favorite store.



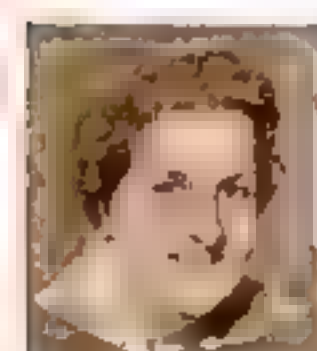
She's wise as she is lovely. For she chooses Seamproof, the slip that stays new longer. In Bur-Mil® quality rayon satin or crepe, from \$2.00 to \$3.00. At better stores everywhere.

If your favorite store can't supply you at once, be patient. "Seamproof" is making parachutes today, as well as lingerie.

SEAMPROOF 148 MADISON AVE., NEW YORK
REG. U.S. PAT. OFF.



"Look, grandma...here's how I make noodle soup that tastes like your old-fashioned kind!"



"Just like my own homemade!"

marvels Mrs. Ketsaa, a grandmother. "Lipton's is the only quick soup I ever tried that tastes exactly like noodle soup cooked for hours on my own stove! The way those Lipton dry seasonings cook into the rich broth gives it such a fresh, home flavor!"

LYRIC TO A LIPTON NOODLE

*Some noodles have a soggy taste
As flavorless as lib'ry paste—
But Lipton's Noodles, cooked at home,
Are gold and tender as a pome!*

Cooks in only 7 minutes

For soup, this is the world's easiest. Just tear off the end of the Lipton envelope, empty the dry ingredients into a quart of boiling water, let cook 7 minutes. And then surprise your family

with rich, steaming bowls of golden noodle soup that tastes like your grandma used to make!



Here's a quick variation

If you are one of those cooks who can never let perfection alone, try adding a dash of tomato flavor to this golden-rich soup. A little catsup will do it. Or, add a half cupful of stewed tomatoes. Or substitute a little tomato juice for part of the water. It's a change, and a mighty tasty one, too!

MORE FOR YOUR MONEY

*For second helpings on a dime,
Try Lipton's Noodle Soup sometime!*

One package of Lipton's Noodle Soup makes 4 to 6 servings—almost one and a half times as much soup as you get from the average can!

10¢
PACKAGE

also in thrifty
3-package
carton



LIPTON'S

CONTINENTAL

NOODLE SOUP

A prepared soup mix made by the Lipton Tea people, whose rich, fragrant Lipton Tea is bought by more Americans than any other brand.

BUY
WAR BONDS
AND STAMPS
TODAY

A. P. Fisher

DEAN
CORN
WELL

Straight steer

by Fisher

The Fisher Division of General Motors is a leader in the production of precision instruments for the armed forces. Its products are known for their accuracy and reliability.

TWO amazing instruments—the gyro horizon and the directional gyro—help to give the American bombardier his big moment. Both are designed by Sperry Gyroscope, and built by Sperry and Fisher Body.

In precision flying, these delicate indicating instruments help a pilot to keep on his designated target. In blind flying or night flying they help him keep the true course to his objective.

Precision beyond anything ever attempted by Fisher is a "must" in their manufacture. Rare and special skills are necessary every step of the way.

Craftsmanship gave us the answer, just as it gave us the answer to bomber, tank and anti-aircraft gun problems.

Craftsmanship has never yet let us down.

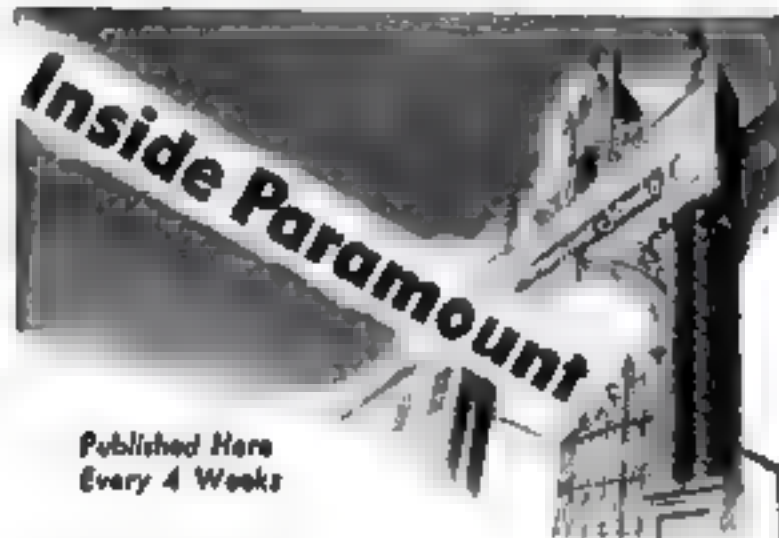
And today you may be certain that as long as there's a micrometer and a microscope left in the world, our men will do their best to give their brothers in the air a straight steer —by Fisher.



armament
BODY BY

Fisher

DIVISION OF GENERAL MOTORS



"This is it! The picture we've been waiting for!" We can think of no more fitting words than these of Hedda Hopper in her famous Hollywood column, to announce the long-awaited coast-to-coast premieres of

FOR WHOM THE BELL TOLLS

While delighted New York audiences are filling every seat at every performance of the world premiere run at \$2.20 top per seat, these special engagements will open in certain cities about October 1st.

To describe what you will see then is a task before which our vocabulary quails. So we are relieved and delighted to turn the microphone over to America's most popular columnists and the reviewers of the New York press, and to tell you entirely in their own words about the greatest of all Paramount Pictures.

This, then, is "Ernest Hemingway's wonderful novel screened in all its richness of color and character," with "all the eloquence and deep meaning of the book."

It is "unforgettable entertainment," and "a memorable motion picture," filled with "melodrama as tense and vivid as anyone could normally stand."

Its stars are **GARY COOPER**, who is "flawless," and "individual" **INGRID BERGMAN**, who "gives one of the outstanding performances of all time."

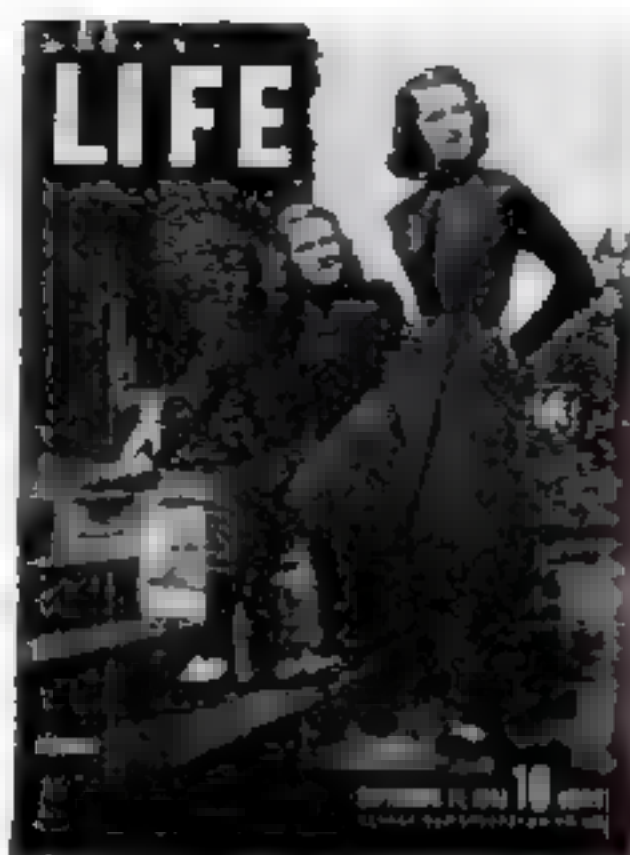
"All the supporting performers are nothing short of perfect," including new-star Katina Paxinou who "is unforgettable in the role of Pilar." Akim Tamiroff, whose Pablo "is a dark, devious creature you'll never forget," and Joseph Calleia and Arturo de Cordova, who "contribute fine performing that is as rare as it is wonderful."

This "enormously impressive motion picture" is "produced as magnificently as any film has ever been" and directed "flawlessly" by producer-director **SAM WOOD**, with B. G. DeSylva as the studio's executive producer. Dudley Nichols' script is "a masterpiece," "filling every interlude with emotional excitement," while "the artistry of Technicolor is truly superb."

No wonder "FOR WHOM THE BELL TOLLS" is playing on Broadway to the biggest business in motion picture history, and "deserves the smash success for which it is headed" in the nation-wide special engagements now about to be launched by

Paramount Pictures

For every word of praise in the above column, Paramount is gratefully indebted to the critics of New York's newspapers and the nation's leading columnists.



LIFE'S COVER: The girls in the strange-looking garments on the cover are Jean Welch (seated) and Doris Bryn. The funny tight they are wearing are called "leotards," something new for winter warmth. The word appears in Webster's unabridged dictionary but not in the Oxford dictionary. For more on leotards and college clothes, see pages 47 to 54.

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LEADING LADY OF HORROR MOVIE APPEARS ONLY AS A SHADOW ON SIDE OF THE SHIP

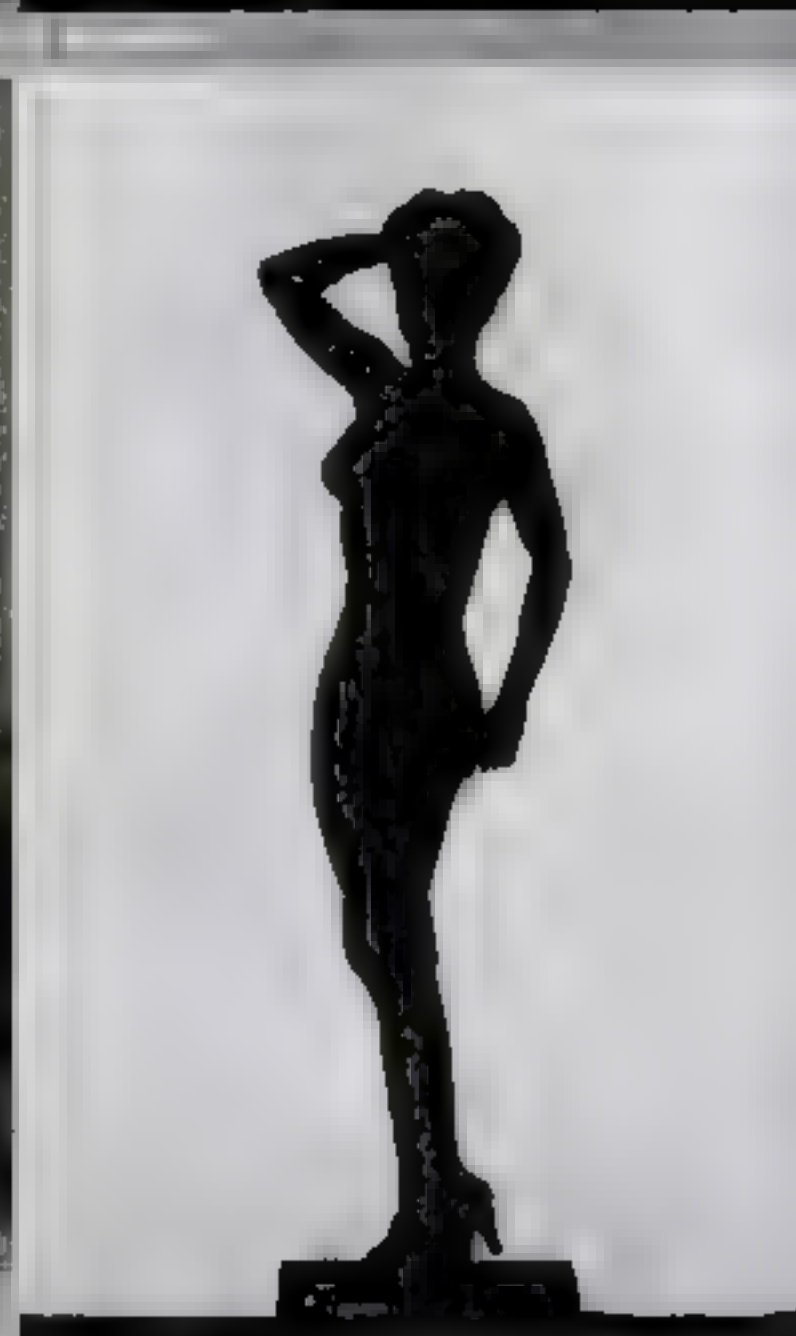
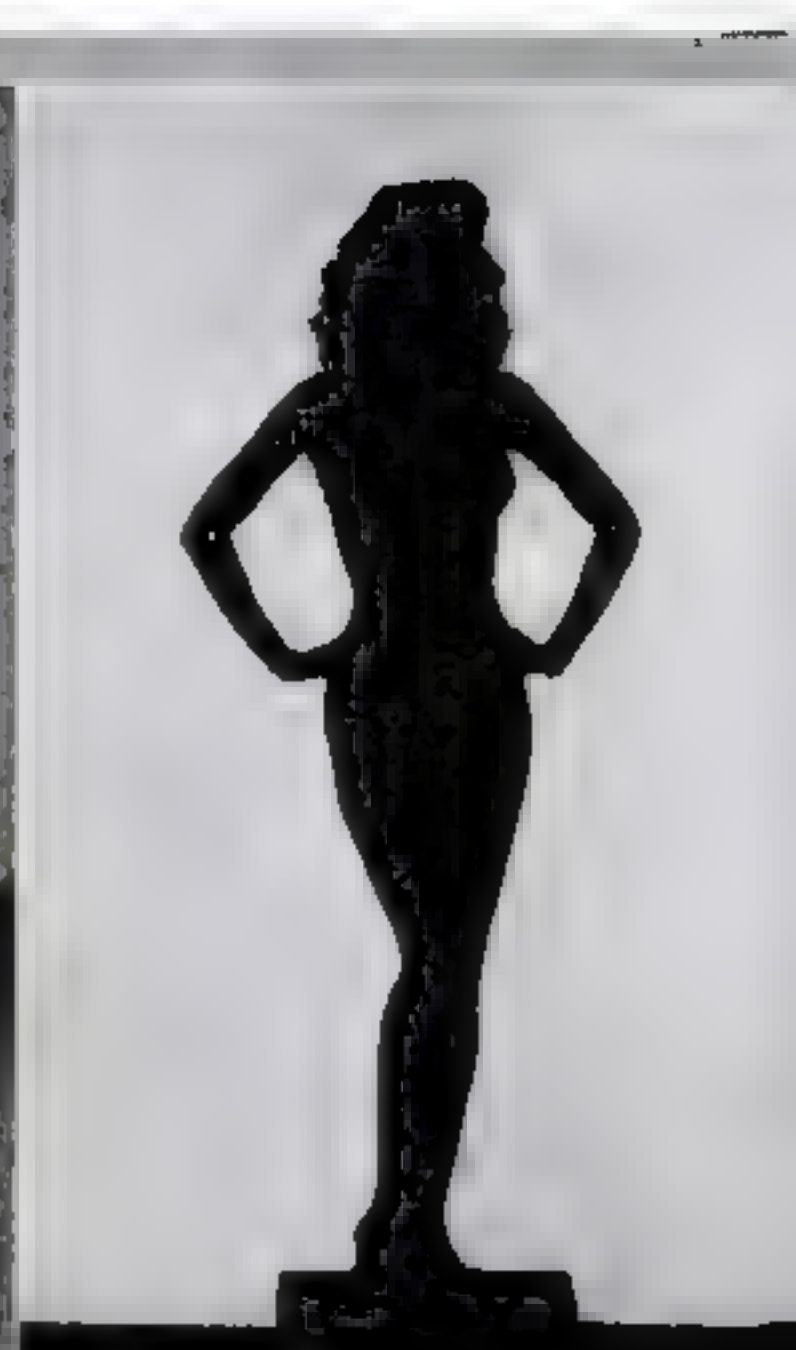
SPEAKING OF PICTURES...

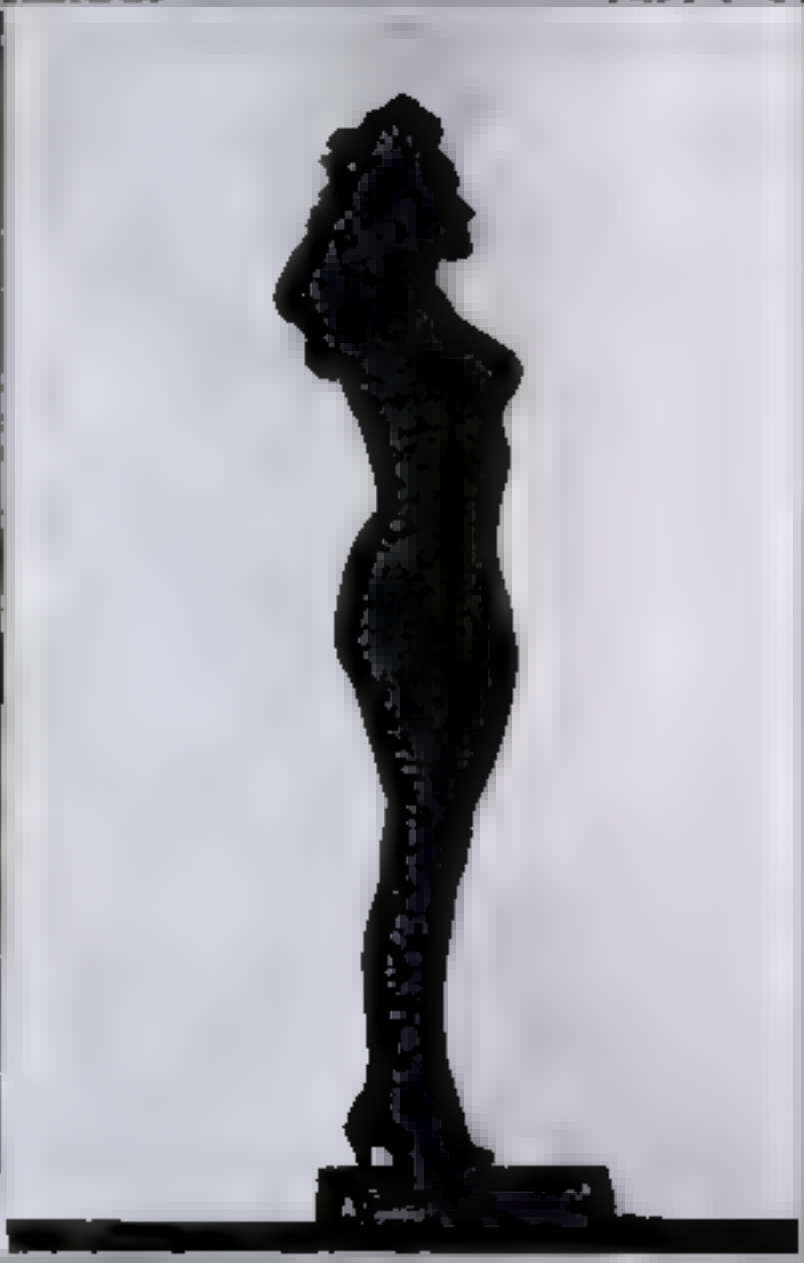
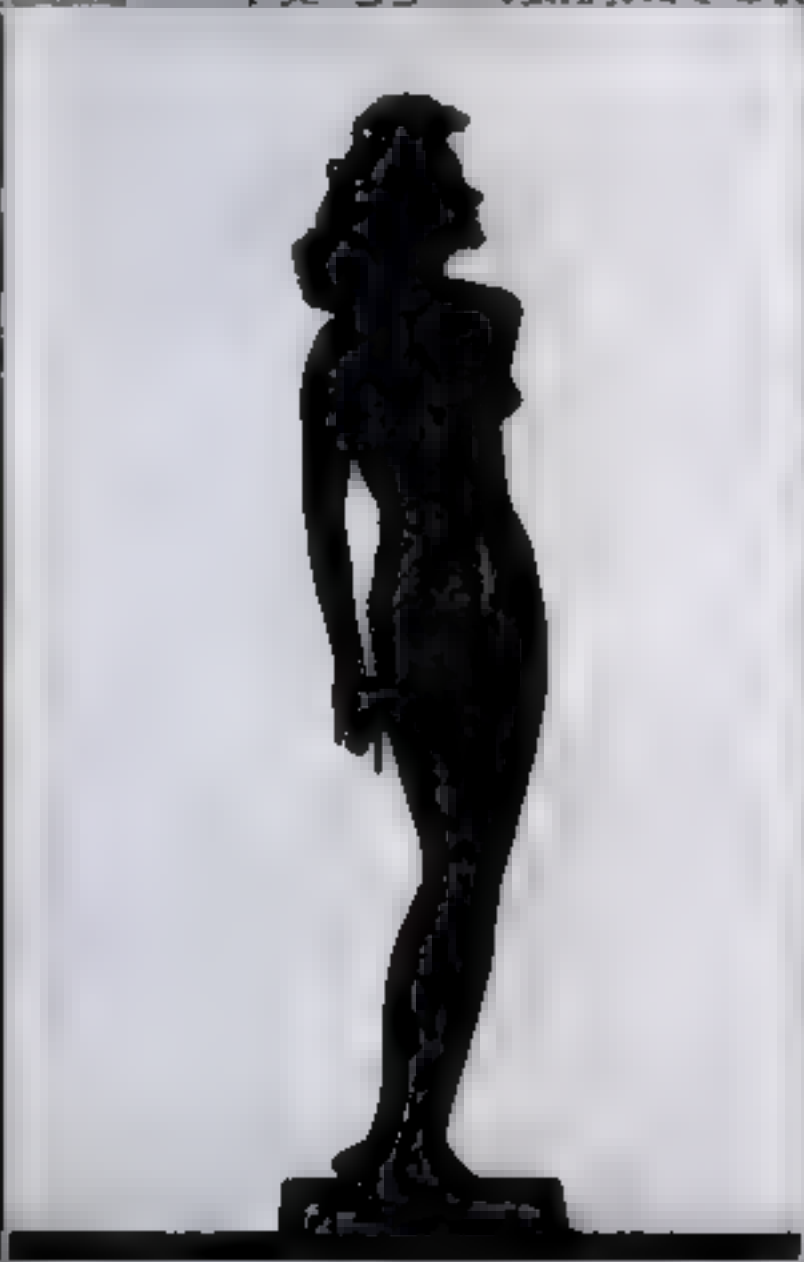
HOLLYWOOD HAS UNCOVERED SHAPELIEST "SHADOW GIRL"

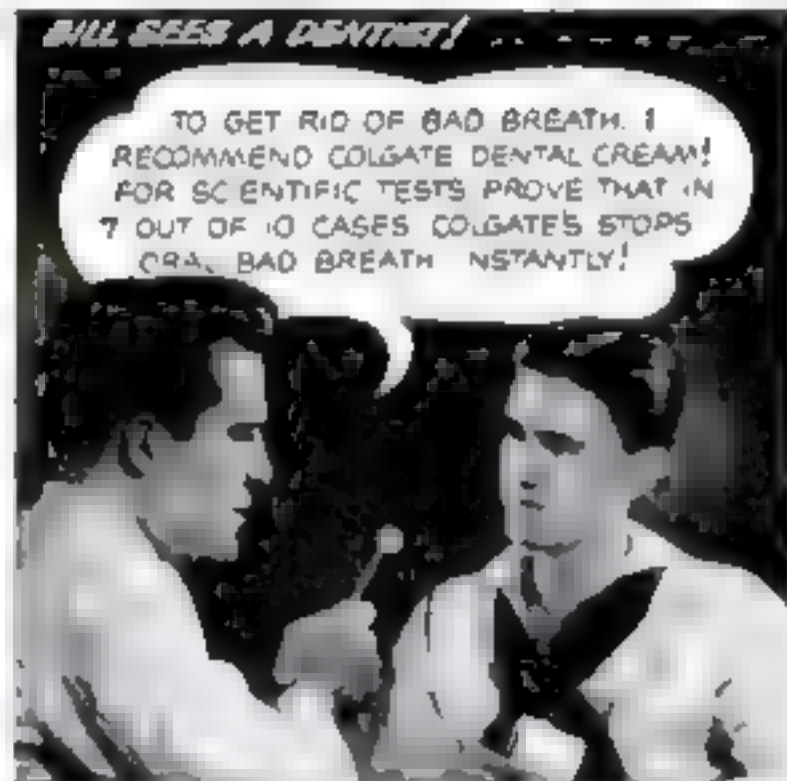
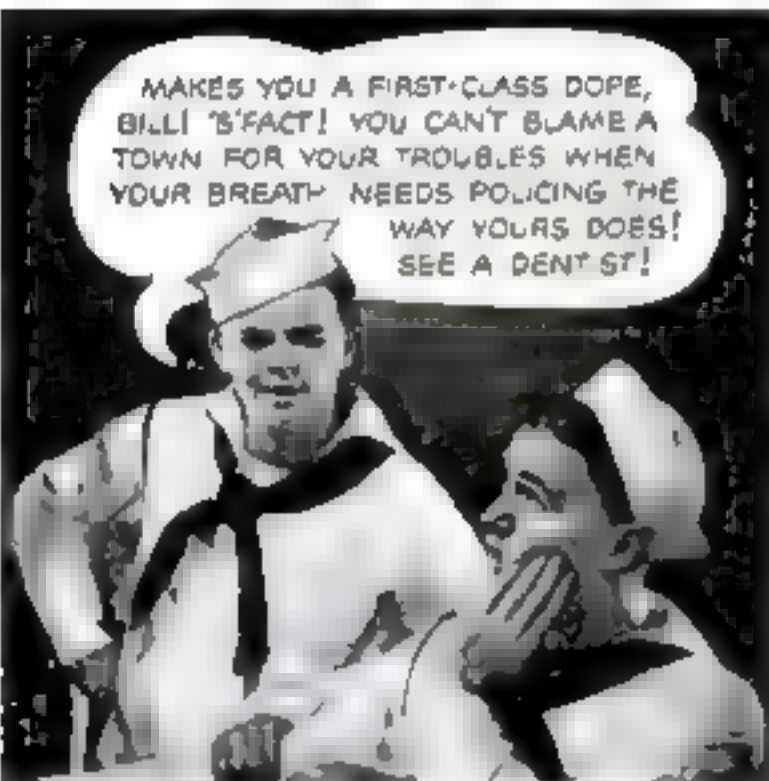
Robert Louis Stevenson in his poem *My Shadow* wrote: "I have a little shadow that goes in and out with me, and what can be the use of him is more than I can see." If the Hollywood starlets pictured at right ever read this Stevenson poem they probably never thought that their shadow would have much influence upon a Hollywood career. Now they know differently. In RKO's psychological horror movie, *The Ghost Ship*, the leading lady is never seen; only her silhouette is thrown upon the side of the ship (*above*). To find the shapeiest "shadow girl" the studio dressed these girls in skin-tight bathing suits (*below*) and had them parade behind a screen. Resultant silhouettes looked like everything from glamorous radiator caps to French postcards. The winner of this contest in curvilinear design was 18-year-old Shirley O'Hara whose blackout figure is shown on page 20.



THIS PICTURE, TAKEN DURING THE FILMING, SHOWS HOW GIRL'S SHADOW WAS CAST







Tune In! CAN YOU TOP THIS — Saturday Night — NBC Network

SPEAKING OF PICTURES

(continued)



THANADON DINEY DINELEY DINELEY DINELEY IN DAYTIME BOIT BEHIND THE SCENES



THIS IS THE CURVACEOUS SILHOUETTE WHICH WON HER ROLE IN NEW MOVIE



A salute to the brave and vitally important U. S. Army Engineers

THE SUN
NEVER SETS
ON THE
MIGHTY JEEP

ENGINEERS BRIDGE NEW GUINEA RIVER UNDER FIRE

WITH JEEPS FROM WILLYS-OVERLAND

AN American army engineer who had just returned from active service in New Guinea, described this exciting incident. From his vivid word picture Mr. James Sessions, famous war artist, painted the illustration above. The army engineer says it is "amazingly realistic." This is the story:

"It was one of those hot, sweaty days in the jungles of New Guinea. Our fighters had driven the Japs back all the day before, through tangled jungle and over rocky escarpments.

"They were just approaching a ponton bridge which we engineers had put across the river under cover of a typical morning mist, when an order came from our commanding officer for a flanking movement.

"A force was to cross the river about two miles downstream. And that meant another bridging job for the engineers, *in broad daylight*.

"With our combat guard, our trusty Jeeps from Willys-

Overland and bridge equipment, we covered those two miles in nothing flat.

"The river was depth-tested, and a crossing point was selected. Then began the fastest bridge-laying operation I ever expect to see.

"We had hardly begun when we heard planes overhead and we all knew we were in for a job, *under fire*.

"The big pontoons were quickly inflated. A Willys-built Jeep hauled them into the water, one by one. Another Jeep nudged them into position and held them against the current. Skilled engineering hands secured the pontoons and laid the flooring.

"Meanwhile, other Jeeps had ploughed across the river and their crews were blasting away at Jap planes that were continually bombing and strafing the operation.

"With the engineers and their 'mighty' Willys-built Jeeps working as a perfect team, we laid that emergency bridge in record time.

"The last floor plank was hardly in place, when our flanking

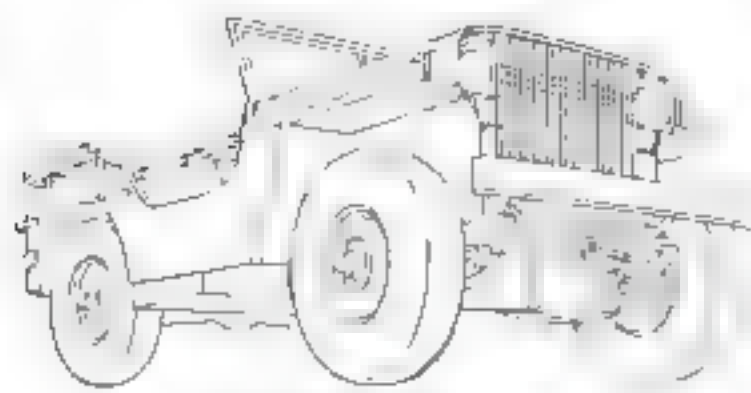
troops came into view. They crossed the bridge and the attack moved forward as planned—to give the Japs another helluva beating!"

* * *

We salute the brave and efficient U.S. Army Engineers. They are the advance guard and trouble shooters who pave the way for our fighting forces, *wherever the going is tougher than tough*.

It was Willys-Overland's fine staff of engineers who, in close cooperation with Army Service Forces, created and perfected the Jeep. This unit of America's modern motorized army is procured and maintained by the Ordnance Department for our fighting forces—throughout the world.

The world-renowned "Go-Devil" engine that drives all Jeeps with such power, speed, flexibility and economy, is an exclusive Willys-Overland development.



U. S. ARMY JEEP

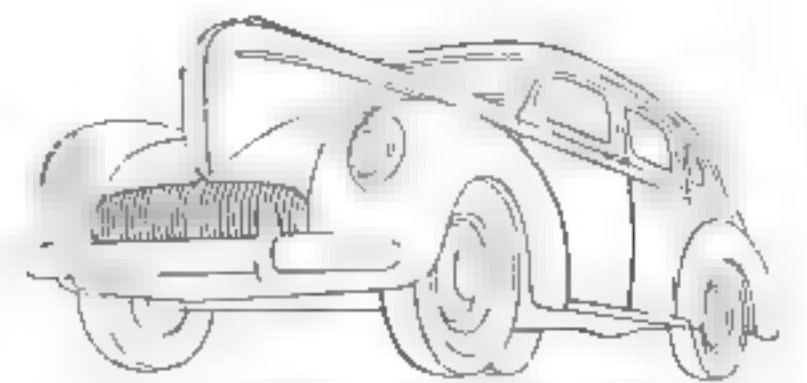
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TRUCKS AND JEEPS



THE GO-DEVIL ENGINE—power-heart of WILLYS CARS and all JEEPS



AMERICAN—the People's Car

Introducing the Navy's first land-based bomber

1. PV-1—That's the U.S. Navy's name for the Vega Ventura. It's a nautical version of the smashing new twin-engine bomber that is making a flaming Hell out of German industrial centers in almost daily R. A. F. raids. These deep-bellied Navy PV-1's strike at sea. They swoop in low from the sky with torpedoes for marauding surface craft or "ash can" depth charges for sub-busting.



2. Operating from land bases, the PV-1 is the first Navy bomber of its type to tackle the job of clearing Allied shipping lanes so that precious supplies may go through. Airfields on small island outposts are big enough for PV-1's, and droppable fuel tanks give the planes effective range to blast the enemy. They are proving

to be one of the answers to the important problem of licking enemy submarines.



3. Like the Ventura it is versatile—capable of many jobs. Although designed primarily for bombing, its 4000 h.p. also can be useful for towing targets for fast fighter plane practice, or for hauling troop-laden gliders.



4. Bigger, faster, and able to carry a larger load than the Lockheed Hudson, which they closely resemble, the PV-1 and the Vega Ventura retain the same qualities of dependability. Single spar wing construction, 100% X-Ray of all stress parts and ruggedness of design are

the qualities of stamina that permit these planes to go through so much—yet bring the crews home safely.

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Lightning
Fighter



BY AIR—IT'S COMING!



Vega Ventura
Medium
Bomber

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Vega

Aircraft Corporation

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LIFE'S PICTURES

Constantin Alajalov, who drew the illustrations for *Cinderella* shown on pages 79-86, has had a full and eventful life. Born in Rostov-on-Don in 1900, he began painting at the age of 3, did portraits of Lenin and Trotsky during the Russian Revolution. He came to this country in 1923, after brief interludes as a court artist in Persia and sign painter in Constantinople. He did the first of his many famous covers for the *New Yorker* in 1926.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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Enna Jetticks

A Day in the Life of a PATRIOTIC PENNSYLVANIA FAMILY

Except for the very youngest member of the family, all the Henrys of Chambersburg work in an important civilian or defense industry!



Grouped on the stairs of their Chambersburg home is the energetic Henry family. Mr. Henry drives a gasoline truck for Atlantic Refining Company, and his wife works at the local Heinz plant. Kathleen, nine-

teen, is employed in the office at Fairchild Aircraft, Hagerstown, Md. Harry, eighteen, has a part time laundry job, and Bob, who is sixteen, helps in the stockroom at McCrory's 5 & 10 after school.



Just about a year ago Mrs. Henry added to her many duties as mother and homemaker a job in the Chambersburg Heinz plant, where she has done a variety of tasks but likes particularly the outdoor work such as tomato transplanting. She helps raise and pack the luscious beauties used in Heinz Tomato Ketchup, Chili Sauce and the new Condensed Cream of Tomato Soup. Along with so many other wartime cooks, Mrs. Henry uses Heinz 57 Sauce and other condiments—Heinz Mustards and Pickles—to perk up leftovers, add zest and color to eating! Heinz 57 Varieties have always been popular at the Henry house because of their matchless homespun flavor. But working at the Heinz plant has given Mrs. H. a new understanding of why three generations of American women have looked to Heinz for outstanding quality!

57



Mrs. H. works from seven in the morning till four in the afternoon—does her housework evenings. Friday nights she washes—and on Monday nights she irons. Eighteen men's shirts are her weekly average!



The two youngest Henry sons come home at noon and prepare their own lunch. Fried-egg sandwiches enlivened with plenty of ruddy, tempting Heinz Tomato Ketchup are a favorite standby with them!



Harry has just graduated from high school and expects soon to become an aviation cadet. In spite of his work at the laundry, he earned his letter on the Chambersburg High School football team.



A JAPANESE SHINTO GATEWAY STANDS GUARD OVER THE INSTALLATIONS OF KISKA. STONE STEPS LEAD UP TO THE SHRINE ITSELF, BUILT BY THE JAPS IN THE SIDE OF A HILL

ALLIED TROOPS RETAKE DESERTED KISKA

Photographs for LIFE by Dmitri Kessel

On Aug. 21, from the Citadel of Quebec, the world learned that six days before a strong U. S.-Canadian force had landed on the shores of Kiska Island in the Aleutians—the last Jap foothold in North America. Disembarking from scores of landing boats, Allied soldiers found, instead of the 10,000 fanatic Japs they had expected, only skillfully camouflaged positions, wrecked matériel, containers of hot coffee and a lonesome dog. The Japs had departed. Whether their reasons for leaving were based on fear, good sense, or the clever plan to tie up an immense enemy force in an action that could have been conducted by a reconnaissance patrol will not be known until the war's end.

The Japs' method of departure was as mysterious as their reasons. Since July 25, when heavy anti-aircraft

fire was observed by planes bombing the island, little life had been seen on Kiska. But scenting a trap and thinking the Japs had retired to dig themselves into the hills as at Attu, Allied commanders went ahead with plans for an invasion in force. Said one hard-bitten colonel in mingled disappointment and relief as he looked at the hills from which no opposition came: "How I hate those bastards but I've got to give them credit for the most masterly evacuation by any army at any time and I'm not forgetting Dunkirk." But the really important fact about Kiska was not how the Japs got away or why they wanted to get away. It was that the Allies now had a fine base only 700 miles from Paramoshiri, the "Pearl Harbor" of Japan.

With the troops that took Kiska was LIFE Pho-

tographer Dmitri Kessel whose pictures show what the Jap troops left behind. In the tundra and mud of the island were the cunningly constructed dugouts and emplacements, knit by a web of telephone lines. Around Gertrude Cove were installations—hangars and dumps—revealing the accurate effects of U. S. sea bombardment and the poor showing made by our precision bombing which was not very destructive to the small, well-hidden targets. Up from the bay—littered with sunken or beached Jap ships—the shores were strewn with caches of tinned kelp, crackers, rice and fish. Around them were little gardens of radishes, carrots and onions which the Japs had evidently lovingly tended until the last day. And on a bleak hillside stood the crossed logs of a Shinto gateway (*torii*).



Jap seaplane hangar, with one end of its roof bombed out, stands on the shore. This hangar could accommodate about four planes at a time. Bomb that hit this—like many other hits—did little damage. An Allis-Chalmers tractor sitting on its concrete floor was undamaged.



Landing boats line the foggy shore discharging men and supplies. In foreground is a U.S. Army tent put up right after the landing. Lumber and other supplies were piled along the beach. Some men (bottom) built fires near the wrecked equipment and cooked their meals.



Landing boats move toward Kiska under a lowering sky. The force is between Watchcraft and Vulcan Points just west of Kiska volcano. Men on the ships were being issued hand grenades and ammunition and being given last-minute instructions concerning the tactics of the attack.





Beach is alive with men unloading supplies. As soon as it was found that there was no opposition, the boats came in rapidly to get their cargoes ashore. This weather, a mixture of drizzle and fog, is typical of the Aleutians. All of the men in landing force wore waterproof clothing.



Jap transport was found beached. It had been damaged in an air attack on Kiska. This was one of three 5,000-tonners found along the shore. Masts of another were visible sticking out of the waters of the bay. Others, not visible, were undoubtedly sunk in aerial bombings.



Jap headquarters, a high example of the art of camouflage, has an air vent protruding from its roof. Inside were clumsy booby traps and scrawled insults on walls (see page 26). A group of invaders (below) built a fire to try to get the eternal northern dampness out of their bones.





Cement mixer and truck were found as the Japs left them. In foreground are buoys, evidently spares for a harbor antisub net. Hood of the truck has been lifted to remove carburetor and

rip out the wiring. Japs did this to most of the 50 trucks (some Fords, some Jap makes) they left on the island. They also mined some of the poor roads they had built for the trucks to use.



Submarine sheds, about a mile from the main Jap base, still partially covered three midget submarines run up on rails. These had evidently been slightly damaged some months ago by U. S.

bombing but real destruction was caused by Japs who set off explosives inside them (note hulls blown outward). One theory on Jap escape is that they got away through fog in large subs.



Meat cave in hills was built by Japs. These caves were stocked with food, heated and ventilated, with telephone wires to each. Booby trap almost blew up a U. S. lieutenant in nearby tunnel.



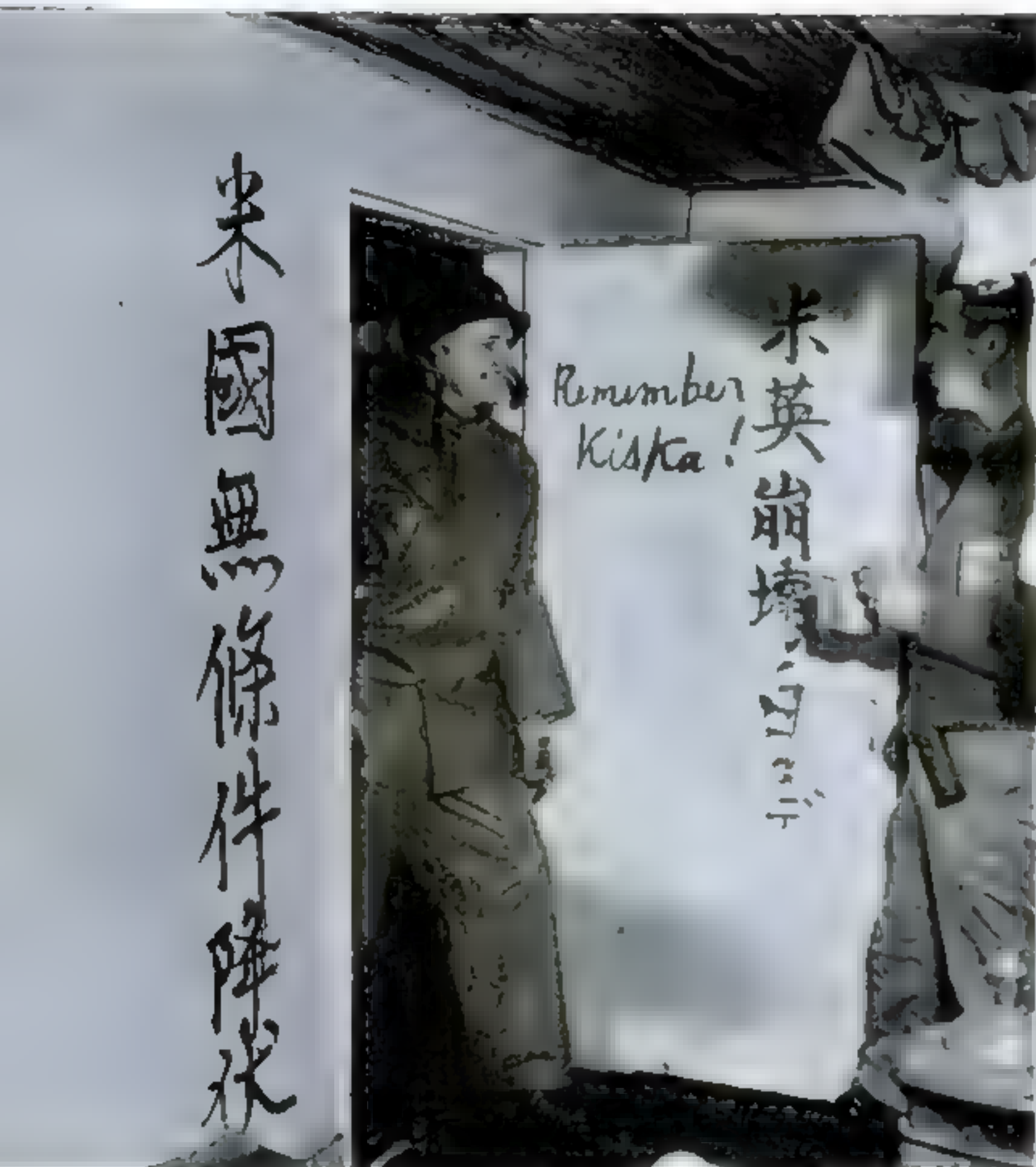
The caves were protected by sunken oil drums, log barricades and piled sandbags. If the Japs had elected to stay on Kiska, they could have holed up and fought from these for a long time.



Two Zeros in a revelment were left to the invaders. These have had their engines removed by the Japs prior to departure, were disabled by strafing rather than by U. S. precision bombing.



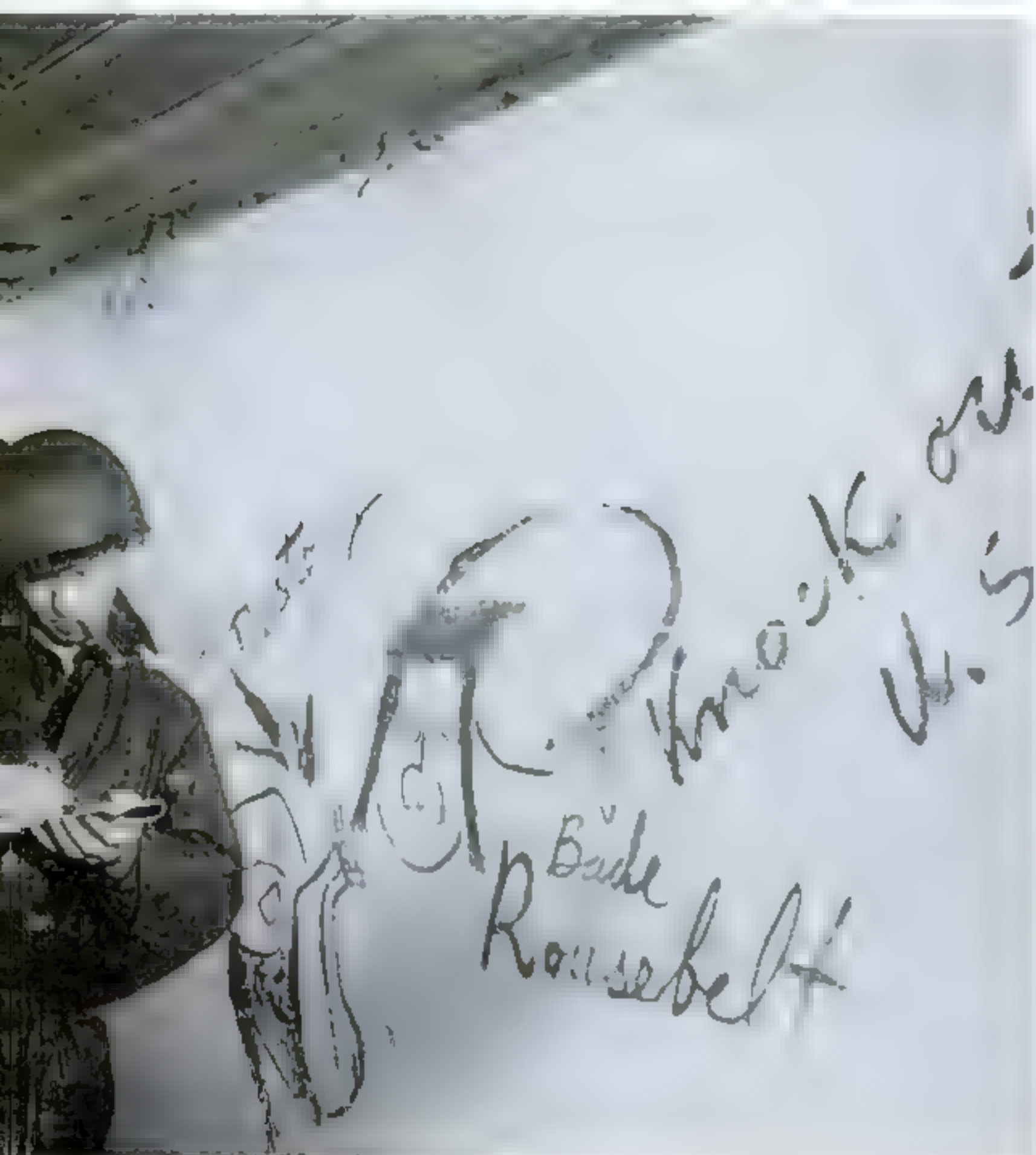
Tank turned into pillbox mutely guarded shore. Japs had piled dirt, sandbags around it. They also made dummy gun emplacements with tree trunks for mock barrels to fool air observers.



"Remember Kiska" was a catchword coined by the vanished Japanese. They scrawled it on the walls and floor of air headquarters, formerly occupied by their commanding officer and his staff.



Insults, a mixture of German and English at 1 in the last Japanese communication, were left for the Allies to read. Under them, Allied corporal and sergeant raised themselves a cup of tea.



Caricatures of Roosevelt and Churchill (left) were intended to show Allied soldiers that their leaders were foolish. The laconic soldier leaning against the wall does not seem to be impressed.



Soldier eats captured rice in front of an inscription that says "Accept a surrender unconditionally." Note the fancy French field telephone used by the Japanese commanding officers.



Americans go to work with heavy bulldozers to get Kiska into shape for mechanized equipment and planes which may soon be bombing the Japanese in the Kuriles. The bulldozer in the back-

ground has mats to protect its radiator from collisions. Damaged radiator in this climate would put any vehicle out of commission. In a few weeks, as the winter comes, this mud will be frozen.

TO THE PEOPLE OF AMERICA

by ARTURO TOSCANINI

With the Italian mainland now under attack the U. S. is being pressed for a solution to the Italian political situation. Thus far, in line with the State Department's chronic emphasis on "expediency," our Italian policy has merely supported the Hitler puppets, the King and Badoglio. The world now watches to see whether the U.S. will dare to take a more positive step in the direction of a democratic postwar future.

In this crisis the editors of LIFE are honored to turn their editorial page over to the great Italian patriot, Arturo Toscanini (shown opposite in his Riverdale, N. Y. home). Never before has Maestro Toscanini writ-

ten for publication—not even on his own subject of music. He speaks now because he believes that there is at stake, not only the destiny of Italy, but the worldwide cause of freedom.

Maestro Toscanini, Conductor of the NBC Symphony Orchestra, was born in Parma, Italy, in 1867. His father served under Garibaldi in the wars of Italian liberation. All his life he has been a follower of Mazzini. On the night of October 27, 1922, receiving news over the telephone that Mussolini was marching on Rome, he denounced him then and there as a criminal, predicted that he would encompass the ruin of Italy. He refused to

play Giovinezza, the fascist anthem, and in 1931, at the age of 64, he was attacked and beaten on this account by a fascist gang. He also denounced Hitler and refused to play in Germany. He moved to America in 1938.

Mr. Toscanini's world is the world of the arts. An intimate and enthusiastic student of Shakespeare, he applies a quotation from King Henry VI to the present Italian King. He is generally recognized, of course, as the greatest living master of music. Here, however, he speaks as a wise, though impassioned patriot, and as a man whose faith in the ideal of human freedom has never wavered.

At this moment when the destiny of Italy depends so largely upon the decision and policy of the United States Government, I attempt to present a plea for my fellow Italians, addressing it to the American people together with the leader chosen by them, President Franklin Delano Roosevelt, because I think you are well aware of my love for Italy and the United States and my faith and devotion to the ideals of justice and freedom for all peoples of the world.

In presenting this plea I am conscious of the need for all of us to build a just and lasting peace, and that our common aim is to prepare it, and to attain it at the moment required.

I am an old artist who has been among the first to denounce Fascism to the world. I feel and believe that I can act as interpreter of the soul of the Italian people—those people whose voice has been choked for more than 20 years, but, thanks to God, just now is shouting for peace and liberty in the streets and squares of Italy, defying everything, even martial law. A people such as this deserves the respect of every man who is still able to discern between good and bad. A people such as this must be helped in a most friendly way, with clear understanding, exact conviction, and full consciousness of how to deal with them. And it is with moved heart and deliberate mind that I try to convey to you American people what all Italians, worthy of being so called, think and would say if they were free to communicate with you and to open their minds and hearts.

They would like to say: People of America, we are not your enemies and never have been your enemies in the past. We were forced into the role of "enemy" by a vicious and wicked man, Mussolini, who betrayed us for more than 20 years. We never wanted to fight against you, and today we do not want to do it. Only the King of Italy and his bootlicker, Badoglio, both despicable men, are your enemies and want to carry on this war. They are bound by the alliance with Germany, which they endorsed jointly with Mussolini. They cannot be dissociated in any way from the militarist and fascist clique. They cannot be the representatives of the Italian people; they cannot in any way conclude peace with the Allies in the name of Italy, so betrayed by them.

Italy will certainly have a revolution as a result of the current war; the Allies will either favor and help it, or hinder it. The Allies' attitude will determine whether the revolution will, or will not, result in an orderly democratic government.

Should this revolution result in an orderly democratic government, as we hope, it will be necessary for the Allies to support all democratic elements currently arrayed against the King and Badoglio, offering to the reborn free Italy—along with the unconditional surrender of the Italian armed forces—equitable peace terms, to include:

Respect for the integrity of the national territory of Italy as it was established before 1922 (the march on Rome) through the

strenuous efforts of Italy, France, England, the United States, and their Allies of the first World War.

What a crime it would be to separate Sicily and Sardinia, Trieste and Venezia Giulia from Italy! It would be like driving knives into the living flesh of Italy. We shudder just to think of it.

In our opinion it would be wise to give fair and equitable treatment to democratic Italy (as an equal member of the family of free nations) in matters concerning access to raw materials, colonies, emigration, etc., and also to give economic assistance to the new government, for the purpose of carrying the burden of the rehabilitation of Italy and cooperating in establishing "a just postwar society of men and nations."

We think, people of America, that these suggestions should be made known independently of the demand for "unconditional surrender" as soon as possible, in order to give to the Italians faith, courage and enthusiasm to act and to fight together with the Allies, and so to save many, many American lives.

We ask that the Allies permit our volunteers to fight against the hated Nazis under the Italian flag with conditions substantially similar to those of the Free French. Thus alone can we Italians visualize the unconditional surrender of our armed forces without injury to our sense of honor. Give us a chance to fight along with you in your just cause which is also our own cause.

In this way, people of America, Italy will become again an element of democratic order among the family of nations.

Do not forget that we Italians have been the first to endure the oppression of a tyrannical gang of criminals, supported by that "fainthearted and degenerate King" of Italy—but that we have never willingly submitted to them. Countless thousands of men and women in Italy shed blood, met imprisonment and death, striving fiercely against that horde of criminals, enduring also the apathy and indifference of the world then full of admiration for Mussolini.

Our own suffering, people of America, gives us the right to ask the Allies that the Italian people must not pay for the guilt of the fascist regime. We are willing and ready to suffer the inevitable death and destruction which accompanies the march forward of the Allied Armies, in which thousands of Americans of Italian descent are included; for we expect to regain our liberty and to get rid not only of the hated fascist regime but also of all dictatorships—be they of a military or any other nature—entirely confident in the justice, equity and understanding of the American people.

And it is with the same confidence that I have tried to make clear what the Italians think and would say if they were free to communicate with you and to open their minds and hearts. For I love Italy, and with equal devotion I love you sons of this great American Republic which, together with the United Nations, will soon put an end to despotic wars, and bring into the renovate world a bright and more breathable atmosphere of freedom and peace.



ARTURO TOSCANINI

"Give us a chance to fight along with you
in your just cause, which is also our cause"



LOUIS ON TOUR

Sergeant Joe starts 100-day boxing swing around nation's Army posts

At Fort Devens, Mass. on Aug. 30, Sergeant Joe Louis began a 100-day boxing and physical fitness tour under auspices of the Army's Special Service Division. His day at Devens was typical of the crowded routine of handshaking, oratory and boxing which he will pursue at training camps, posts and stations from coast to coast during the next three months. At each he will fight three two-minute rounds with his old sparring partner, First Sergeant George Nicholson.

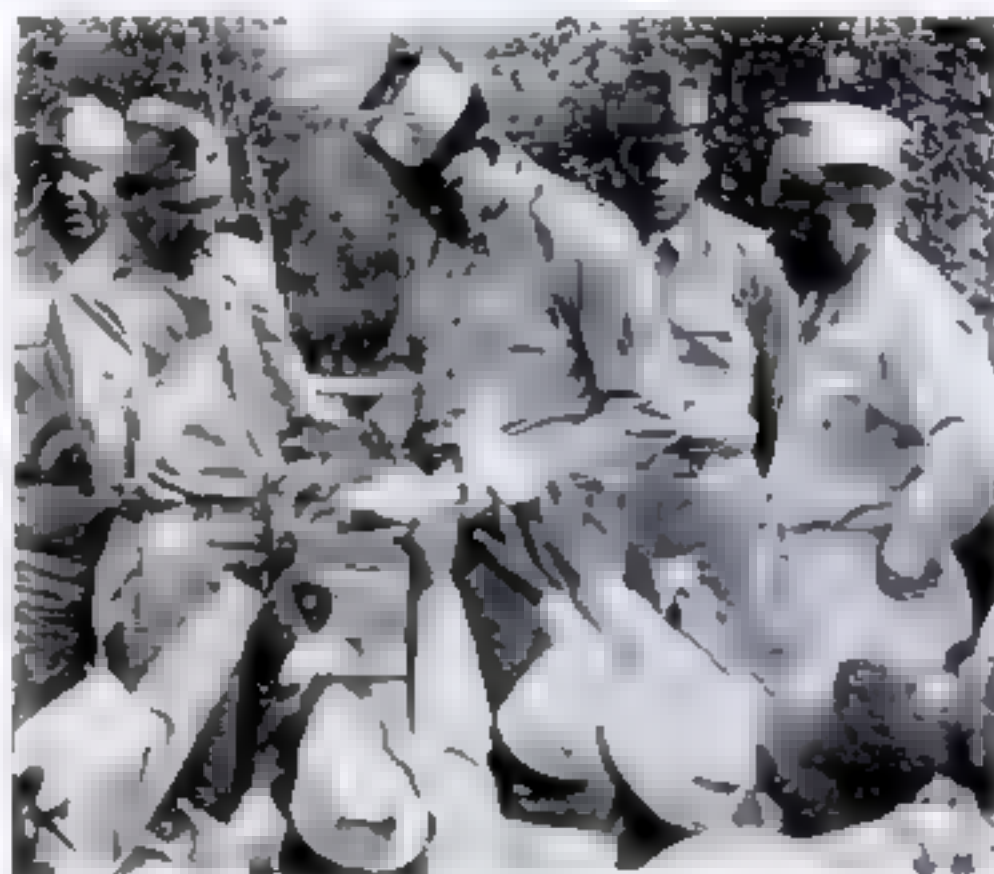
To those who remember the tongue-tied, taciturn title-winner of six years ago, Joe's present personality is a revelation of what metamorphoses public life and Army life can work. Affable and at home on his feet, he gives a gracious and fluent talk on physical fitness and how to be a good soldier. He responds quickly and good-humoredly to unceasing questions fired at him by soldier fans. The most frequent question was, "How much do you weigh now?" Answer: "Just 215. That's ten pounds over my fighting weight." Question: "Who's the largest puncher you ever fought?" Answer: "Max Baer, but he never hit me."

The next 100 days will be no picnic for Joe, for apart from the physical exertion of daily boxing he will have the strain of constant public appearance. At the end of his swing the Army hopes to send him on a tour overseas. There is no doubt that Joe's trip has proved a success from its inception. And in it many find not only educational and morale-building values, but also a quiet parable in racial good will, for hard-working Joe makes a good impression and hundreds of white soldiers, officers and men, are proud to shake his hand.

JOE SPARS WITH OLD PARTNER, FIRST SERGEANT GEORGE NICHOLSON, AT CAMP EDWARDS ON SECOND DAY OF TOUR



LOUIS DISPENSES AUTOGRAPHS AT FORT DEVENS HOSPITAL



HE GIVES SIGNATURE TO MEN OF 36TH (NEGRO) REGIMENT



HE SIGNS NAME ON PLASTER CAST OF A SOLDIER PATIENT



POST COMMANDER GREET'S JOE AND PARTNERS ON ARRIVAL



JOE CONDUCTS THE ORCHESTRA AT A SERVICE-CLUB DANCE



HERE LOUIS DEMONSTRATES HIS REACH AT DINNER TABLE



Joe "reviews" a parade of Army nurses at Fort Devens, Mass. Marching in precise and fastidious formation, nurses stride past with eyes front—and few, if any, recognized the tall sergeant standing on sidelines. For his part, Sergeant Joe looked on the drill with amiable indifference.

At the camp hospital, Joe and his fellow boxers talk with patients, among them wounded from North Africa. They greeted him with enthusiasm and fired the standard questions. Joe spent much time at hospital, chatting with convalescents and bed patients on porches and in wards.



HIGHEST RAILWAY

Colorado's Molybdenum Line goes standard gauge to meet war needs

One day last fortnight a spunky little engine called Old 76 made its last run down the steep, twisting 14 miles of narrow-gauge track from Climax (highest regularly used station in U. S.—elevation, 11,320 ft) to Leadville, Colo. The next day a standard-gauge locomotive chugged off to take over Old 76's longtime job: hauling molybdenum ore concentrate from the Climax mine, where 90% of the world's available supply of molybdenum is located. War demands for molybdenum, which is used to harden special steels, made it necessary to enlarge the line's capacity. This was done by laying wider rails outside the old ones (*see below*).

Old 76's run was one of the last bits of narrow-gauge line in daily use in the U. S. Every morning the little engine would leave Leadville and puff uphill with a load of machinery or supplies for the mine, every afternoon it would come sliding and coasting down with 14 carloads of concentrated ore. It had no regular schedule. Said one of the crew: "Just so we get back in time for supper, it's all right." The crew is staying on with the new locomotives, but Old 76 will soon be leaving Colorado. The Army has a job for her to do in Alaska.



At the end of her farewell run, Old 76 (right) lines up at the side of one of two standard-gauge locomotives which recently

have been assigned to take her place. Each new locomotive will haul just twice as big a load of ore as Old 76 ever did.



Starting down from Climax on its last trip, Old 76 lets off burst of steam as it mounts a slight grade. The world's largest molybdenum mine is the light-colored area on mountain at left.



Caboose on Old 76's last molybdenum train rounds final curve coming into Leadville, where there is a junction with main railroad line. This has been Old 76's run for the last 35 years.



The Climax-Leadville run traverses some of the highest and the most picturesque railroading country in the world. Start of the run at Climax is well above the timberline (about 10,000 ft.).

Farther down the train winds through ragged forests of sweet-smelling firs and wild mountain cuts. This photograph shows Old 76 leaving the old wooden water tank on its farewell run.



After their jumps Ken Williams and Geronimo exchange felicitations. This was Williams' 19th jump and he had been sweating out supposedly unlucky leap for weeks.

JUMPING DOG

Geronimo is mascot of 507th Parachute Infantry

Sixty thousand spectators at Alliance, Neb. were startled last week to see a four legged parachutist floating gently to earth amid the unfolding white hemispheres of other jumpers spilled from the blue at the dedication of a new air base. The air-borne quadruped was Geronimo, a 14-month-old German shepherd owned by Private Ken Williams of the 507th Parachute Infantry. For a year now, jumping Geronimo has been mascot of his master's regiment. Last week's leap was his eighth.

Geronimo received his basic training at Fort Benning, Ga. a year ago. Last May he was upped to a sergeant and presented with a blanket in regimental black and orange by the A. W. V. S. He also received a collar bearing paratrooper's wings as a gift from the Nebraska Kennel Club. On maneuvers Geronimo leaps at his master's command and carries first aid supplies for his fellow troopers. Picture at left shows Geronimo on way down.



Sporting his sergeant's stripes, Geronimo confronts camera with his master, Private Williams, and Colonel George V. Millett Jr., commander of the Parachute Infantry.



Good food to grow on

...THERE'S LOTS OF SOUND SUSTAINING
NOURISHMENT IN BIG BOWLS OF GOOD HOT SOUP

For years, wise mothers have been building hearty lunches and suppers round big bowls of Campbell's Soups, because they've known that here is the kind of food active youngsters need. And now with wartime restrictions to make meal-planning more of a problem, you'll find good soup on family tables more often.

Schoolday lunches, for example, are bound to please and sure to nourish when the main dish

is Campbell's Vegetable Soup. Youngsters love the hearty taste of the rich stock so carefully simmered from fine beef, and all the tender and nutritious garden vegetables...there are 15 different kinds, you know, from red-ripe tomatoes to sweet golden corn.

Why not make it a rule, this fall—more nourishing lunches and suppers than ever built round big bowls of Campbell's Vegetable Soup.

KINDS TO CHOOSE FROM: Asparagus • Bean with bacon • Beef • Bouillon • Chicken • Chicken Gumbo • Chicken Noodle • Clam Chowder • Consommé • Green Pea • Mock Turtle • Cream of Mushroom • Ox Tail • Pepper Pot • Scotch Broth • Tomato • Vegetable • Vegetarian Vegetable • Vegetable-Beef.

Campbell's VEGETABLE SOUP
THE SOUP THAT'S "ALMOST A MEAL IN ITSELF"



When lunchtime comes
Then home I'll scurry,
For good, hot soup
In a great big hurry!

LOOK FOR THE RED-AND-WHITE LABEL



SALVAGE TIN TO WIN! It will mean more tin for canned foods and for war materials. Save every can you open. Remove label, then wash, fold in both ends and flatten. Turn over to your local Salvage Committee.



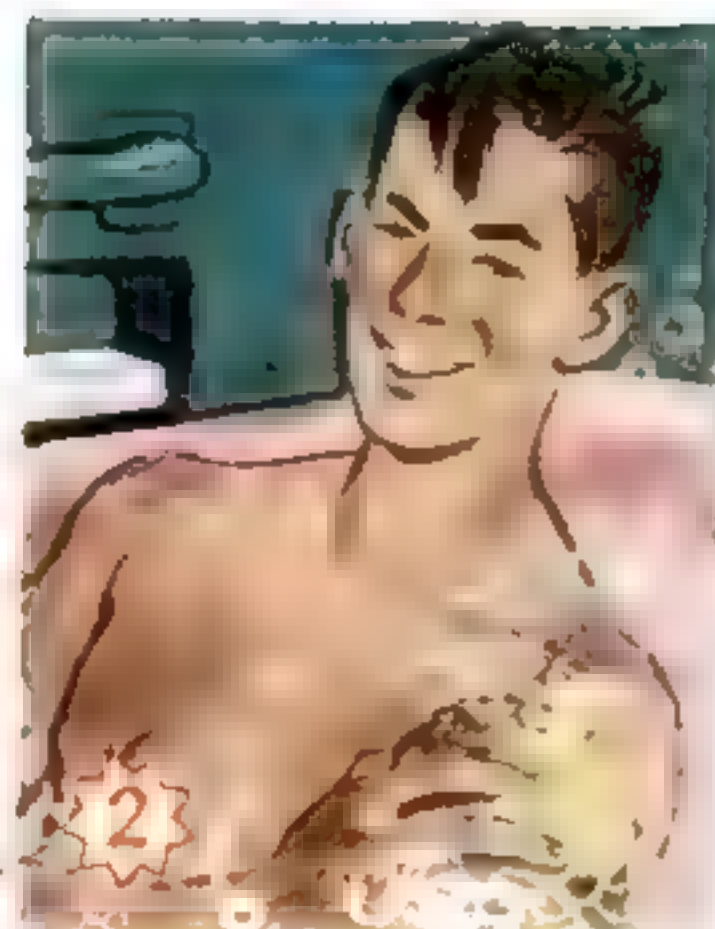
Swan's IT for dishes!

Fast suds—rich suds—
kind-to-hands suds. Dirty
dishes sparkle in quick-time!



Swan—for your dishes

and your spouse



Swan's GREAT for bath!

Clouds of thick, creamy lather!
Swell sudsing after a long
wartime workday!

Swan—for your fine things

and your son



Swan's GENTLE to fine things

Pure, mild, quick-cleansing!
Helps precious silks
stay like new!

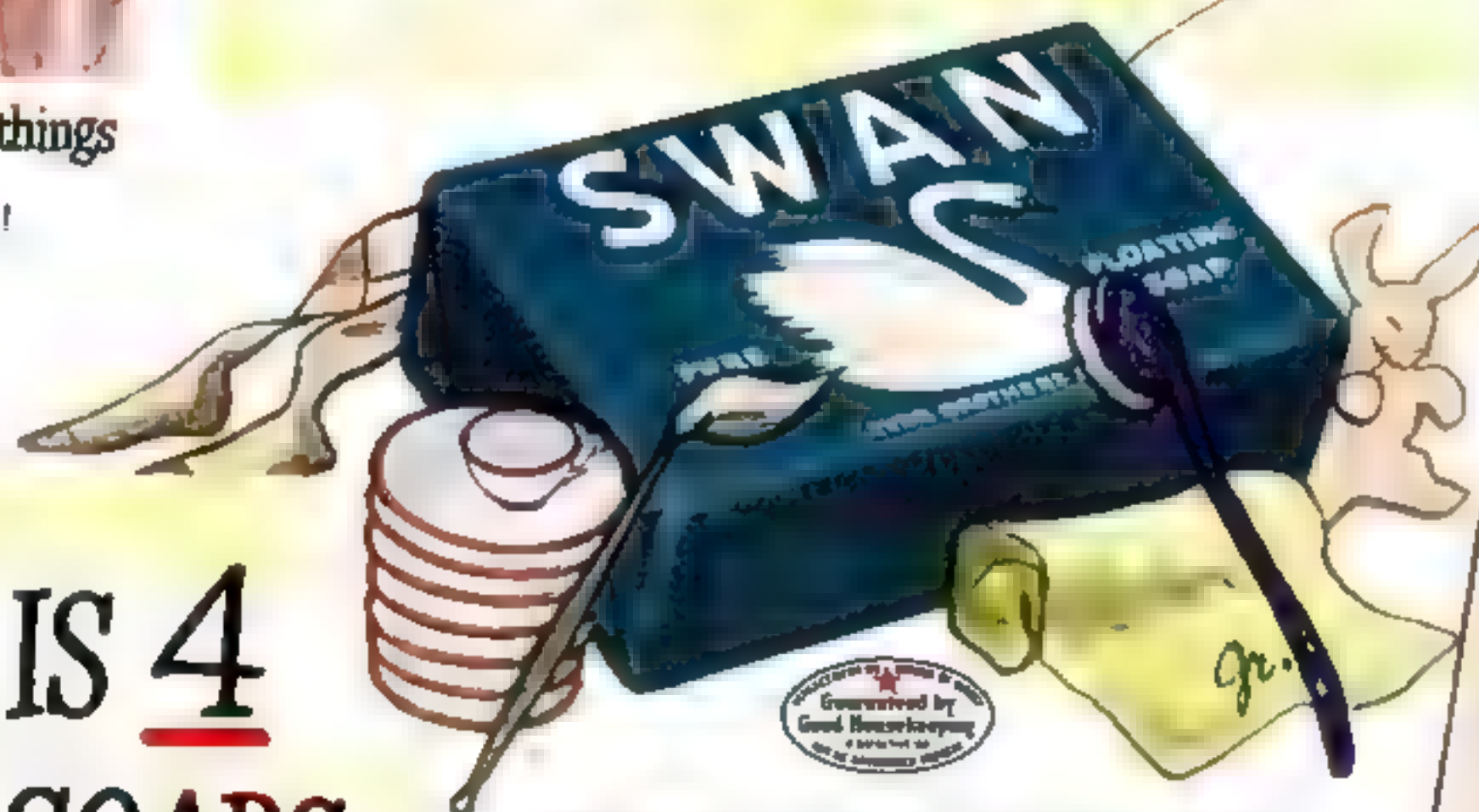
Swan's the best buy for your house

'Cause Swan is **FOUR**
swell soaps in **ONE!**



Swan's PERFECT for babies!

Pure as fine castiles!
Mild as May—
ideal for your complexion, too!



SWAN IS 4 SWELL SOAPS IN ONE!

Two convenient sizes—Large and Regular

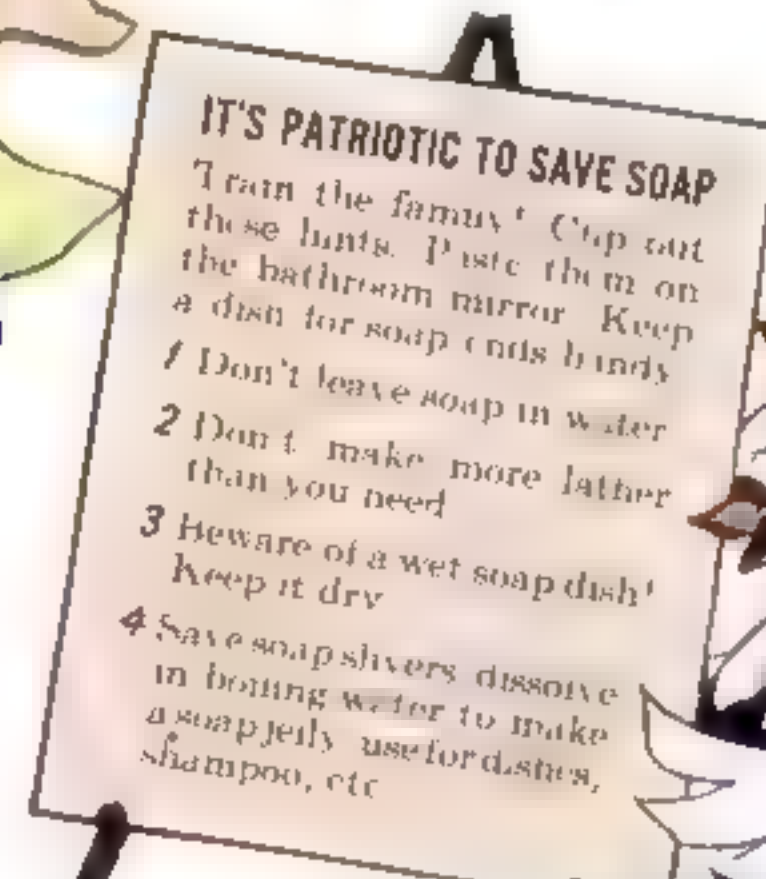
Sniff Swan—how fresh, how clean it smells!
Feel Swan—how firm it is! It lasts 'n lasts!
Buy Swan—one thrifty soap that handles four
important jobs! Yes, this new all-purpose
soap is your most convenient wartime buy.



Gracie Allen says:



Yoo-Hoo! Be with
you Tuesday nights!





ON AN AIRFIELD SOMEWHERE IN ENGLAND THE MEMBERS OF A GROUND CREW WAVE FAREWELL TO THEIR FLYING FORTRESS AS IT TAKES OFF ON ITS LAST COMBAT MISSION

ONE OF OUR BOMBERS IS MISSING

For the families and friends of aerial combat crews, no phrase tolls so grim a message as "Four (or five or ten or 20) of our bombers are missing." Curt and dispassionate in themselves, the words are like a knell to those who wonder what fuller drama they foretell,

what tales of flame and flak, of dizzy death dives or parachutes blooming like water lilies in the high blue air. But to the ground crews waiting by the lonesome runways, the word "missing" holds other homelier but no less poignant connotations. For they are the

men who must look upon the empty bunks, the small abandoned treasures, the neat uniforms hanging in the quiet barracks. On these pages you see what happens at a U. S. air base somewhere in England when one of our Fortresses does not return from a mission.



Sweating out the mission the ground crew huddles in the dispersal area under a melancholy English sky, waiting for the brave comrades and the plane they had long devotedly served.



The other planes came in three hours ago. At last, picking up tool boxes and radio-room hatch cover (removed to free a gun when plane took off) they trudge sadly back to quarters.

WHY BE THE GOAT

every time you light your pipe?



Smoke a tobacco that meets the **INDOOR TEST**



It's really good taste to smoke **BOND STREET**.

You get the rich, mellow flavor and bite-free coolness of a custom blend. And—unlike other popular mixtures—**BOND STREET** leaves no stale pipe odors in the room. The ladies applaud!

BOND STREET contains a rare aromatic tobacco never before used in any popular priced blend.

It's genuinely aromatic. And here's one pipe tobacco that doesn't lose its flavor.

Compare **BOND STREET**—indoors—with your present blend. Buy a package—today!

15¢

POCKET PACKAGE
Convenient folding
Pocket Pouch—10c

**BOND
STREET**
PIPE TOBACCO



One of Our Bombers Is Missing (continued)



Remembrances of a young American litter navigator's dresser. He was only 21 but he had directed his ship on many missions. Behind him he leaves these humble relics.



In silent array the neat empty uniforms hang above the neat empty bunks in the barracks. At right is a technical sergeant's tunic with service ribbons, silver wings.



Pilot's belongings are packed by assistant squadron adjutant for shipment home to missing man's family. There are letters, clothes, snapshots, souvenirs, medals. . .

CONTINUED ON PAGE 44



Copyright 1941, The Pullman Company

"I'm as sunk as a Jap destroyer!"

"Having a baby is tough enough on a soldier, without it coming ahead of time.



WHAT! PROBABLY
EARLY TOMORROW?

"So I was plenty excited when I hot-footed it to headquarters after getting that long distance call.

"The C.O. was swell about it, though, when I asked could I go home. Gave me a furlough quick as you can say "Paratroops", which is what I'm training for. I got a lift in here from camp—feeling grand—but now I'm as sunk as a Jap destroyer because . . .

"I'm stuck! The plane was sold out and the only train home until morning is the all-Pullman Limited—leaving in ten minutes with every bed reserved!

"Now, I wouldn't mind so much, if I was overseas with no chance of getting home—like lots of guys when their babies are born. I could take

that without crabbing, as a part of war.

"What burns me up is that here I am only a few hundred miles away—with a perfectly good furlough—and it looks like I'll stew in the station all night long. That's war, too, I suppose—travel being so heavy—but by the law of averages you'd think that *someone* with a reservation on that train would change his plans and not be able to use it.

"And this being wartime, you'd think he'd surely cancel it, so someone else could go!

"There's still ten minutes for that to happen. That's why the railroad and Pullman people—who've practically turned this station inside out trying to help me—said to stick around. It'll be a miracle if I get on that train, but . . .



—HERE'S YOUR BED, SOLDIER!

"Miracles will happen! And, brother, that guy who cancelled instead of just not showing up rates a medal, in my book!"

★ ★ ★

Although sleeping cars are loaded to a higher percentage of capacity than ever before, practically every train carrying Pullmans still goes out with unused space due to "no shows" and late cancellations.

So please cancel well in advance of train departure, when plans change, and make the Pullman bed reserved for you available to someone else.

★ BACK THE ATTACK — WITH WAR BONDS ★

PULLMAN

THE GREATEST NAME IN PASSENGER TRANSPORTATION

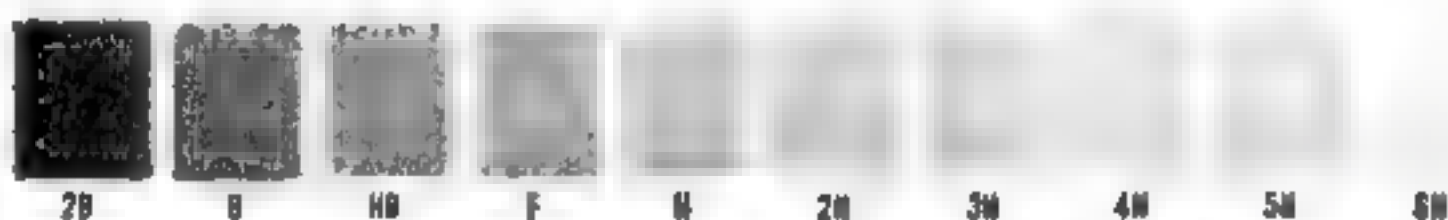


FOR COMFORT AND SAFETY AS YOU GO AND CERTAINTY THAT YOU WILL GET THERE

*Use a Refill Lead
that Writes the Way You Write*



10 DEGREES OF BLACK



*and 17 Popular Colors**



Use a lead designed for your own requirements—to suit your style of writing and the pressure of your hand. Just any lead will not do. Scripto offers you 10 different degrees

of black so you can select just the lead that writes the way you write—whether it be with light or heavy pressure.

For all who write or figure, Scripto 4-inch leads set the standard in quality for fine-writing leads. Insist on the genuine Scripto leads with the red circle on the pack. The supply of materials for making new pencils may be uncertain for the duration of the war. But Scripto pencils are built to last and Scripto refill leads are available in black and colors at office supply houses, college stores, drug stores, post exchanges, 5 & 10 cent stores and other stores carrying writing materials. Prices surprisingly low.

*SCRIPTO LEAD COLORS: Red, Dark Red, Blue, Light Blue, Special Blue, Green, Yellow, Orange, Brown, Purple, White, Silver, Heliotrope, Indelible Medium, Indelible Hard, Blue Copying, Purple Copying.

*Scripto Refill Leads are the correct diameter
for the millions of Scripto Pencils in daily use*

SCRIPTO MFG. CO. ATLANTA, GA.



USE SCRIPTO REFILL LEADS IN ALL PENCILS
MADE FOR STANDARD DIAMETER (.046 IN.) LEADS.

One of Our Bombers Is Missing (continued)



The mission is recorded on map in enlisted men's barracks by the gunner of another plane. He told all he could see and ground crew is positive their pals escaped alive.



Chaplain writes to gunner's mother. He has waited a few weeks to make sure letter has been preceded by the official "The War Department regrets to inform you...."



Redline, named because he draws no pay—like soldier whose name has been scratched from payroll—waits on familiar bunk. He had much flying time in the missing ship.

Different?

Luxurious, beautifully textured leathers . . . the finest obtainable today. Stitching that bespeaks long craftsmanship. Style that is equally at home in swank officers' clubs . . . in world-famous hotels . . . or in the offices of America's leaders of business.

Different?

In price, yes! One of the shoes shown is a \$44 original styled and hand-made by Oliver Moore, the noted New York bootmaker. The other is a Regal Reproduction, priced at just \$6.60 the pair from coast to coast.

But if the closest scrutiny fails to tell you which is which, don't feel too badly. Even

some shoe experts have failed . . . with the shoes right in their hands!

You can *prove* Regal quality for yourself . . . at the nearest Regal Store. Best of all, there are ample stocks of this popular Regal style, in sizes from 4 to 18, AA to EE.

And you can be "*Prescription Fitted*" . . . by the exclusive Regal method which measures both your feet at the same time in sitting, standing and stepping positions . . . and thus assures you that your Regal Shoes will be completely comfortable, as well as long-lasting and authentically styled.

All styles, all sizes, one price—\$6.60.

P. S. The Regal Reproduction is on the left in the actual photo below.

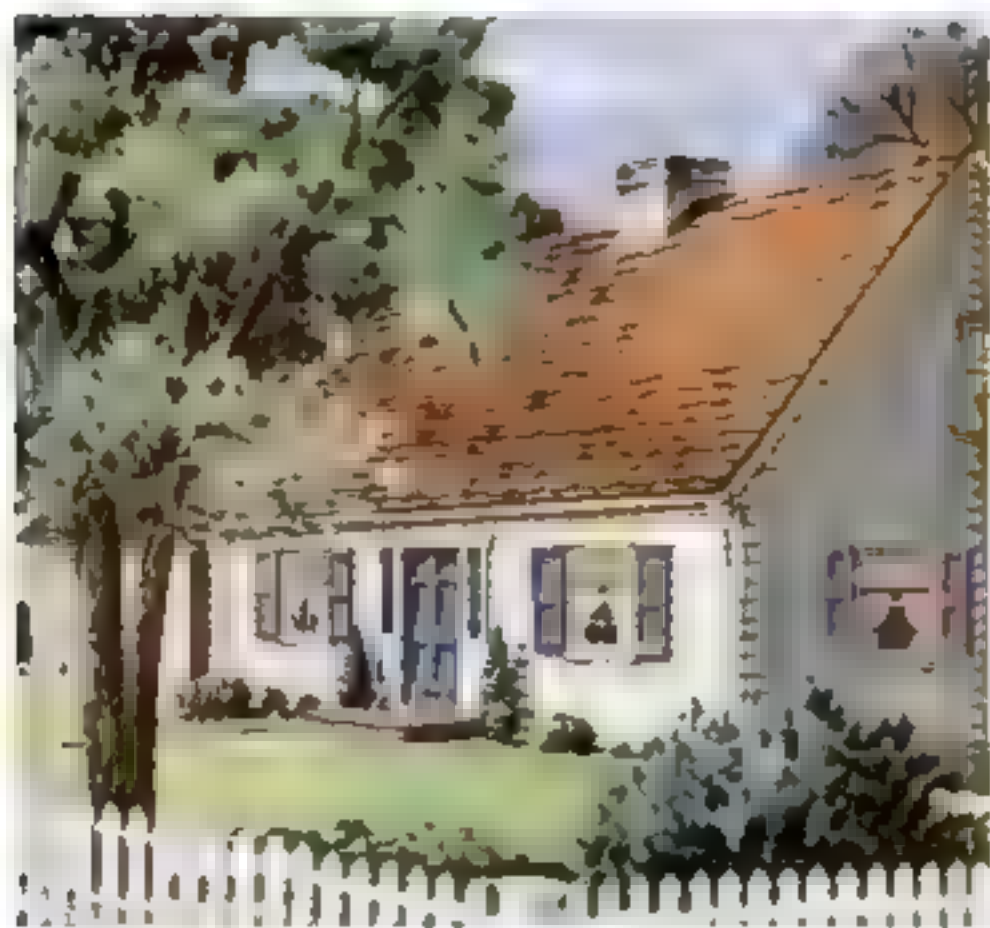
REGAL SHOES

SOLD ONLY IN 88 COMPANY-OWNED RETAIL STORES — PRINCIPAL CITIES — COAST TO COAST



• Stores in Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (8); Buffalo; Chicago (3); Cincinnati; Cleveland; Detroit (7); Hartford; Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (29 stores in Greater New York); Norfolk; Oakland; Paterson; New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington (2); Worcester. Factories and Mail Order Department at Whitman, Mass. • Write for free Illustrated Style Folder "L-7."

Six Homes... Six Boys



*Boys from homes like these—big, small, rich, poor
—are wearing the same uniforms, fighting
the same enemy.*

These homes stand for a great democracy.

*With democracy at war, these homes stand for the
greatest weapon we have to shorten this war, to bring back
more boys to more homes sooner.*

Let's fight with our HOMES to shorten the war.

OUR sons, brothers, fathers, husbands, even sisters, are fighting. . . . Our pocketbooks and bank accounts are helping to finance the war with Bonds and Stamps. . . . Our transportation, our food and other essentials are being shared.

Now, let's put our homes themselves into the struggle. Let's fight with our HOMES to shorten the war.

The little things one home can do multiplied by 30,000,000 will cut weeks off wartime, bring more boys safely back. (More than 500 boys were killed after the Armistice was signed in World War I. That's why every second counts.)

Homes can shorten the war this way—

By strict conservation from cellar to attic, back yard to front walk, possessions can be made to last longer, replacements can be postponed.

There are only so many war work-hours available. If even one of those hours is used to produce something you can possibly get along without, it is an hour lost forever in essential war production.

Turn out the pennies for War Stamps, but turn out the lights too. Turn in the scrap for salvage, but "turn" the frayed collars and cuffs. Don't spread rumors, but spread the butter a little thinner.

For 36 years The Hoover Company has been in business for the American home. It is manufacturing for the American home now—not cleaners, but definite and vital things of war. After this war is over, we'll go back to making the Hoover Cleaners

the American home will want us to make. And the sooner we both can make that time come, the better for all of us, and our homes and our country!

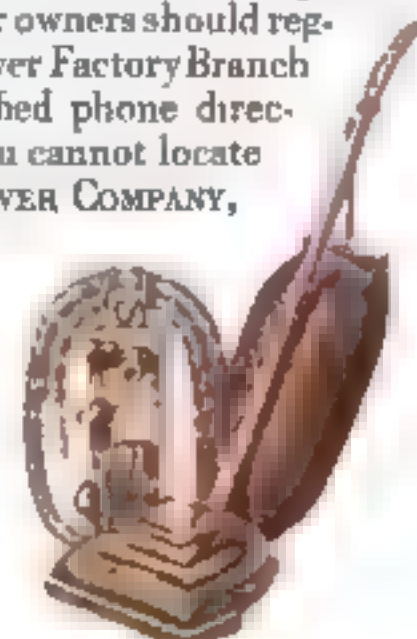
In the interest of conservation, and to be assured genuine Hoover service and parts, Hoover owners should register their cleaners with the Hoover Factory Branch Service Station (consult classified phone directory) or authorized dealer. If you cannot locate either, write direct to: THE HOOVER COMPANY, North Canton, Ohio.

Remember: do not discard any worn or broken parts. They must be returned in to obtain replacements.



THE HOOVER

IT BEATS . . . AS IT SWEEPS . . . AS IT CLEANS





This is a "leotard," new wartime fashion suggested by *Harper's Bazaar* for college girls. Over it goes a one-piece jumper.



Striped jersey, used by Designer Claire McCardell to make this long wool jersey leotard, gives the wearer a tiger look.



"MADEMOISELLE" SUGGESTS SHORT LEOTARD. "SMOOTH AS A SECOND SKIN . . . WEAR WITH LONG OR SHORT SKIRTS"

LEOTARDS

ACROBATS' TIGHTS MAKE NEWS IN THIS YEAR'S COLLEGE FASHIONS

"Leotard" is a new word in fashion parlance. Webster's unabridged dictionary defines it as a "short, close-fitting sleeveless garment cut low in the neck in front and gusseted between the legs. It is worn by acrobats and aerial performers." Although the description does not exactly fit the strange-looking garments shown on this page and on the cover, the fashion world is calling them "leotards." They are in fact more reminiscent of equestriennes' or jesters' tights, 17th Century gaskins, and long winter underwear. *Harper's Bazaar* launched the leotard idea, with a few sketches, in January. By August it appeared in its college-clothes issue as a wartime fashion for the college girl. *Mademoiselle* picked it up, also as a college idea. *Vogue* ignored it.

Wartime fuel shortages may drive the college girl into this strange silhouette. College girls, although allegedly faddists, like to be comfortable. Leotards, with long-sleeved tops as warm as a sweater and long legs as cozy as slacks, may be the practical solution to chilly classrooms. With nothing but a brassière and panties underneath, a skirt or jumper over, a girl can be snug and warm indoors or out in this new kind of tights.

Despite the annual hullabaloo about clothes for college, a survey of the fashion magazines shows that basically they change not at all. Sweaters and skirts, odd jackets, tweed and flannel suits, slacks, berets, caps and beanies are the perennial classics. For a brief review of college clothes, see the pages which follow

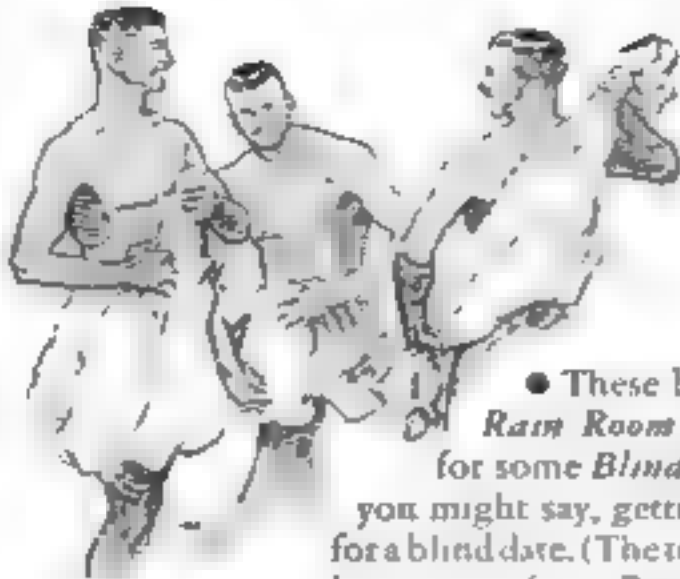


"Vogue" cover features this "polydextrous gray flannel suit" modeled by Anne Norring, "typical campus-citizen-of-the-world." Pretty Anne has never been to college.

CONTINUED ON PAGE 34



● The *Serge* is *nicking* these boys off for some *Pearl Diving* for a *Crumb Hunt*. In English, the Company Clerk is telling these soldiers they are to clean the kitchen for inspection. (They will be wearing Pepperell Twill.)



● These boys are in the *Rain Room* getting ready for some *Blind Flying* or, as you might say, getting cleaned up for a blind date. (The towels may well have come from Pepperell looms.)

● The *1st Man* has this *dog face* chasing rats — i.e., the First Sgt. is making a recruit clean up the dust balls under his bed. (The bed very likely wears Pepperell Sheets.)



Help a guy with his shopping...will you?

HE'S someone you know well... someone you like. Uncle Sam, you call him. Some "family" — he's got. Right now it adds up to about ten million men and women. His job is to feed 'em and clothe 'em and doctor 'em and outfit 'em, from the top of their G. I. haircuts to the toes of their regulation shoes.

On his "shopping list", along with guns, tanks and ships, you'll find sheets, towels, underclothes, uniforms, blankets, bandages... over 300 cotton items you don't ordinarily think of in connection with war. Get that — over 300!

To fill his orders, the whole textile industry is working day and night — and there still is not enough to give him everything he needs and give you all you might like to have, too. So we ask you... help us fill his list first and fast by going light on yours.

Sure, you can still buy things all right. You can still have Lady Pepperell Sheets—enough for normal needs—in most regular sizes—same quality as always. But when you buy them, please remember there is a mighty important customer in the line ahead of you... buy *only* as many as you really need and take care of them as though they were the last you'd ever get.

Pepperell's FREE 32-page war-time guide, "Sheets and Blankets—How to Buy and Conserve Them," gives you hundreds of ways to get long wear out of your Lady Pepperells. Write Dept. L-9 for your copy today.

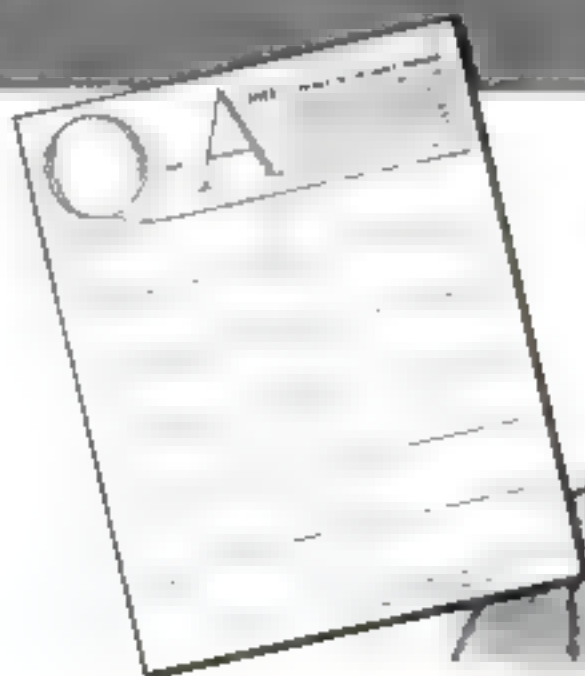


SHEETS for Hospitals
TWEED for Fatigue Uniforms
CHAMBRAYS for Navy Shirts
BLANKETS for Merchant Ships
MARQUINETTE for Headsets
TWEED for Army Shirts
PARACHUTE CLOTH



Pepperell

FLANNEL for Bandages
ABRASIVE CLOTH for Machines
TOWELS for the Army
LININGS for Service Shoes
RAYON LININGS for Uniforms
TWEED for Cook's Uniforms
AIRPLANE CLOTH



FREE — the newest thing in writing letters to Servicemen. Gets the answers to your many questions about life in the Service. Makes it fun to answer. Get Pepperell's new Q-A

(Question-Answer) Form at Lady Pepperell Sheet Counters everywhere... or address Pepperell Manufacturing Company, Dept. L-9, 160 State Street, Boston 2, Mass.

PRECISION IN ACTION



HOW TO WHITTLE DOWN A WOLF PACK

FIRST see your sub—then sink her quick or it may be the last sub you'll ever see.

Sub hunting from a freighter's deck calls for precision teamwork and precision instruments. Particularly, precision optical instruments to help you see and sight your target.

This war requires such instruments in unprecedented numbers. Universal is making them for our forces, and the United Nations, in quantities hitherto

thought impossible for such precision work.

Today, thanks largely to Universal engineering research, outstanding accuracy in lens-making is achieved more economically than ever before, anywhere in the world.

Result: a new impetus to photography and optics... promise of finer-than-ever cameras available to everyone.



Measured in fractions of lightwaves

One half wavelength of light is the tolerance for prism flatness in Universal Binoculars. Variations of more than 1/100,000 of an inch show up as curved instead of straight lines when the prism is inspected through the optically perfect master.

UNIVERSAL CAMERA CORPORATION

NEW YORK • CHICAGO • HOLLYWOOD

Makers of Precision Photographic and Optical Instruments • Peacetime Manufacturers of Cinemascope, Mercury, Corak Camera

College Fashions (continued)



Turtleneck sweaters of wool are a *Harper's Bazaar* suggestion for girls who want to wear cotton pinafores to college. Sweaters may be worn under pinafore or jumper.



Chinese influence is sponsored by *Mademoiselle*. This outfit, called Nightshift (but obviously not for sleeping), has a coolie coat of striped cotton and velveteen slacks.

Keepsake
DIAMOND ENGAGEMENT RING

VANITY Set — 275.00
Engagement Ring 225.00

BETHANY Set — 375.00
Engagement Ring 300.00

SALEM Set — 110.00
Engagement Ring 100.00

DIANA Set — 387.50
Engagement Ring 380.00

the name is in the ring

A Symbol of All You Hold Most Dear

To her... that "Keepsake" on her finger is a constant reminder of his love. To him... it means that there is a girl back home who really cares — and eagerly awaits his return.

Through five decades "Keepsake" has maintained high standards of color, cut and clarity. The Keepsake Certificate of Registration and Guarantee is part of your purchase and is protection against unknown quality. See the new matched sets at your Keepsake Jeweler... to \$2500.

Keepsake Diamond Rings, A. H. Pond Co., Inc.
214 S. Warren St., Syracuse 2, N. Y.

Please send the book, "The Etiquette of the Engagement and Wedding" with supplement on "War-time Engagements and Wedding" — request of "Keepsake" Rings and the name of the nearest Keepsake Jeweler — enclose 10c to cover mailing.

Name _____
Street and No. _____
City _____

CONTINUED ON PAGE 52

The Seven Ages of Postum



FIRST AGE: At a tender age, baby shows natural leaning toward Postum. He spies that colorful can with glee, and is enchanted by its hidden possibilities. Oh, oh—he's spilled it! Whether you know it or not, you've got something there, baby!



SECOND AGE: This is the age when daughter decides she's getting on in the world, and wants to be like the grown-ups. The first step is to have a hot drink in a cup, same as they do. So Mother serves Postum-made-with-hot-milk . . . "Mommie, it's so good!" And is she thrilled!



THIRD AGE: What a thrill when teen-age boys go out for the team! And what a thrill, too, when their training table follows the same rules as most college training tables! That means *no stimulants*—but the boys know they can have as much hearty, cheering Postum as they want!



FOURTH AGE: Here we see the first meal at the start of a new life—marriage! Smart little bride surprises groom by serving Postum. He's amazed to find it's not a coffee substitute, as he'd supposed, but a *swell* drink in its own right!



FIFTH AGE: Mother is gracefully reaching maturity. And what a job she has being head of the family where food's concerned! But she's a staunch Postum supporter (she knows it's economical—less than $\frac{1}{4}$ a cup!) and serves it to the whole family. And keeps them *all* happy!



SIXTH AGE: Busy business man wouldn't think of retiring these hectic days. He tears around at high speed, and hates to admit he's tired (sometimes). Finds great comfort in a rich, hot cup of Postum—and loves having "seconds" without being reminded of shortages!

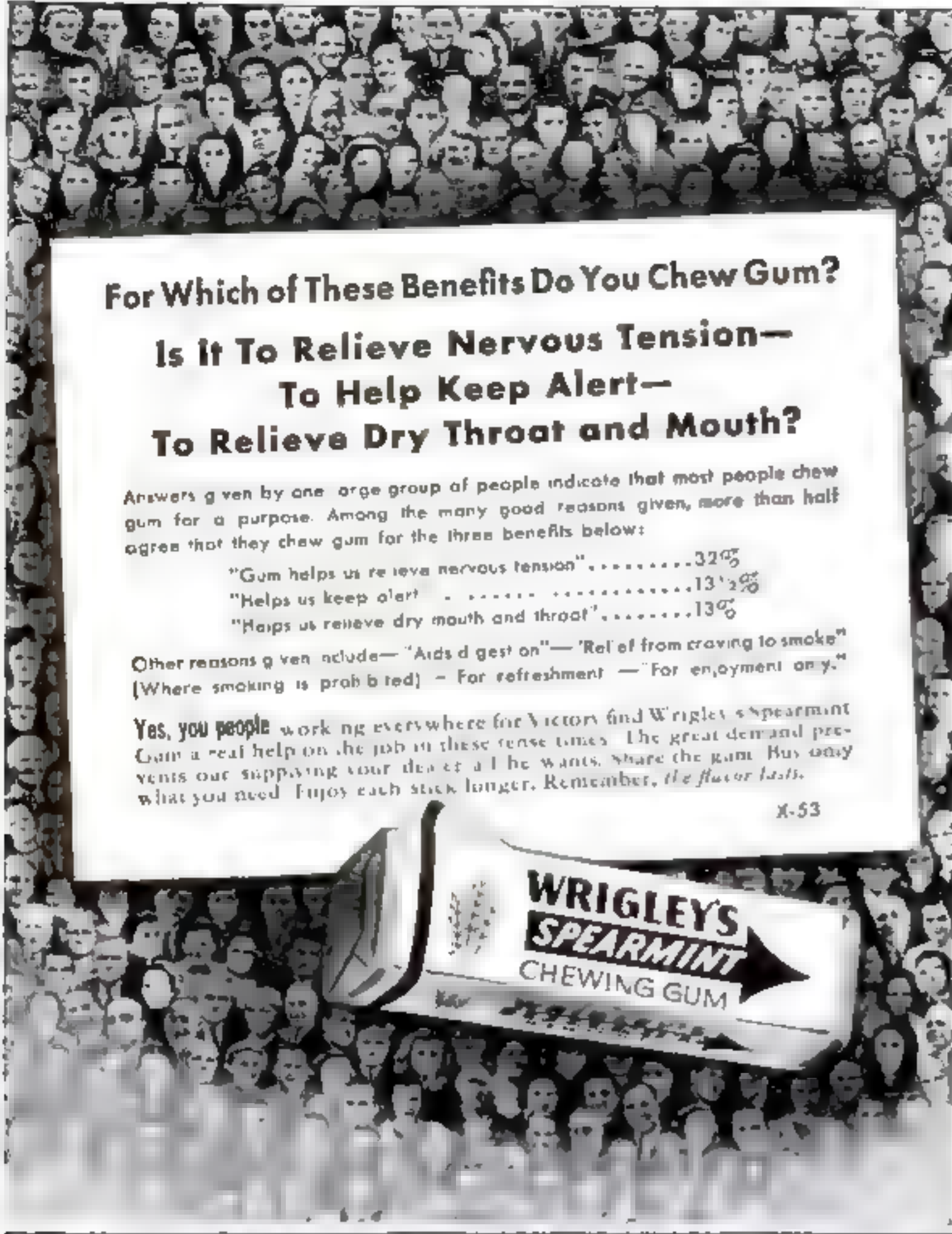


SEVENTH AGE: And now we come to the last age of Postum-lovers. We don't like to limit it like this, but, after all, not many of us are very active after 100 years. Many older folks have been enjoying Postum practically all their lives—and these two are enjoying something *else* Postum brings them—"The Aldrich Family!"—One of America's Great Radio Programs.



POSTUM—ONE OF AMERICA'S GREAT MEALTIME DRINKS

Postum comes in two convenient forms: Postum, made in pot, percolator, or drip-maker; and Instant Postum, made instantly by adding boiling water.



For Which of These Benefits Do You Chew Gum?

**Is It To Relieve Nervous Tension—
To Help Keep Alert—
To Relieve Dry Throat and Mouth?**


Answers given by one large group of people indicate that most people chew gum for a purpose. Among the many good reasons given, more than half agree that they chew gum for the three benefits below:

"Gum helps us relieve nervous tension" 32%
 "Helps us keep alert" 13%
 "Helps us relieve dry mouth and throat" 13%

Other reasons given include—"Aids digestion"—"Relief from craving to smoke" (Where smoking is prohibited)—"For refreshment"—"For enjoyment only."

Yes, you people working everywhere for Victory find Wrigley's Spearmint Gum a real help on the job in these tense times. The great demand prevents our supplying your dealer all he wants. Share the gum. Buy only what you need. Enjoy each stick longer. Remember, *the flavor lasts.*

X-53




A willingness, on the home front, to get along with less than the customary amount of such preferred products as Utica Bodygard Underwear, is making it possible for industries like ours to give to freedom's fighting men the vital materials necessary to total victory.

UTICA KNITTING COMPANY • UTICA, N. Y. • ANNISTON, ALA.



"We're mad for the plaid" writes *Mademoiselle* in college jargon of this outfit. "It's so snazzy for this fringed-in-front skirt, cut slim (. . . inlay on fullness) and short."

CONTINUED ON PAGE 54

**Your soldier son gets
all these things
from your electric bill!**



Hear "Report to the Nation,"
a standing news program of
the week, every Tuesday eve-
ning 9:30, E. W. T., Columbia
Broadcasting System.

CAP (Cotton)	\$.43
SHORTS	.36
UNDERSHIRT	.21
TIE	.29
SOCKS (Wool)	.26
BELT	.23
LEGGINGS	.30
HELMET	.98
CANTEEN	.54
KNIFE	.13
FORK	.06
SPOON	.06
BATH TOWEL	.43
HANDKERCHIEF	.06
RAZOR	.30
SHAVING BRUSH	.25
COMB	.02
FIRST AID KIT	.17
TOTAL	\$5.79

(Figures furnished by
Quartermaster General.)

If you buy electricity from a self-supporting, business-managed electric company, 24c out of every dollar you pay is promptly passed along as taxes. (1942 figures. 1943 will be higher.) On an annual household electric bill of \$37.50, the total tax is about \$9.04.

- \$3.25 of this goes to local governments for schools, roads, police, etc.—and \$5.79 goes to the federal government. At Army prices, the \$5.79 paid by one family will equip one soldier with all the things shown here.

- The total federal tax of this industry is \$402,000,000 — enough to buy the same equipment for all the Army, with

millions left over for guns, tanks, planes.

- When you remember that the service supplied by electric companies under business management is the *only* electric service federally taxed, it emphasizes even more the outstanding job these companies have done in stepping electric production up, up, UP to meet every war demand — while keeping prices *down*!

THIS PAGE SPONSORED BY A GROUP OF 137
**ELECTRIC LIGHT and
POWER COMPANIES***

SELF-SUPPORTING, TAX-PAYING BUSINESSES

*Names on request from this magazine.

DON'T WASTE ELECTRICITY JUST BECAUSE IT ISN'T RATIONED!

TASTE THE HIGHBALL WITH MORE THAN ONE WHISKEY!



1. Sounds incredible, does it? Not at all! You see... the whiskey in this highball has a lot in common with a masterpiece of art!



2. Just as the painter "multi-blends" many colors to achieve perfection in a masterpiece... the matchless flavor of Fine Arts Whiskey comes from the "multi-blending" of several great whiskeys.



3. Yes! In Fine Arts... golden-smooth whiskeys are skillfully united with other deep-flavored whiskeys... "multi-blended" to perfection for rare flavor and aroma. And each whiskey is a full 5-years old!



FINE ARTS WHISKEY

THE BLEND OF 5-YEAR OLD STRAIGHT WHISKIES
90 PROOF

The straight whiskeys in this product are 5-years old—90 proof.
Distributed solely by Canada Dry Ginger Ale, Inc., New York.

College Fashions (continued)



Wave's havelock is, according to *Harper's Bazaar*, "something." College issue rated many "somethings," ended with "Anything is never as good as SOMETHING."



Felt hat, like little boy's cap, was "dreamed up for you by Betsy Tyree of Virginia Intermont College," according to *Mademoiselle*. Here cap is worn by Barbara Luff.



Skullcap of green felt has red wool border and tassel. Fashion magazines show caps, bumpers, berets and beanies with college clothes, ignore the popular head kerchief.



This operations center of the Aircraft Warning Service can't be identified... but it's easy to identify these handsome shirts as Van Heusens!

Flash!...For Collar Comfort— *Give your neck a break!*

IT'S easy to "spot" the one white shirt that's different...by its day-long neatness...by its smooth-fitting, comfortable collar that can't wilt, can't wrinkle, *looks* starched but *needs no starch!*

Only the Van Heusen Shirt has this famous collar—the world's only shirt collar woven—not just sewed but *woven*—to fit the human

neck. Woven in one piece with no lining to buckle—for better looks and more comfort.

Next time you're shopping for shirts, think of your neck—and ask for Van Heusens! Figure-fitting, Sanforized and laundry-tested, quality tailored throughout, they come in a wide variety of patterns and collar styles. Phillips-Jones Corp., New York.

Only the Van Heusen Shirt has the famous Van Heusen collar attached!



1 Smooth Collar can't buckle at a worn-in neck—instead it smoothly relaxes of cloth. Looks starched, is soft!



2 Like magic! Always folds right, fits perfectly for the fine's woven in. Keeps a clean curve around your neck.

Van Heusen Shirts, \$2.25 and up

Van Heusen Shirts

SHIRTS • TIES • PAJAMAS •  COLLARS • SPORTSWEAR

Reunion

- Old friends in new uniforms. Familiar voices in age-old greeting. A well-remembered room. A glass to toast recall, and a good cigar to plan new meetings . . .

- And WEBSTER always in harmony. Always keyed to the place, the time and the occasion. Blended for the utmost in smoking luxury.

- Webster's five-year rate of gain has been more than $2\frac{1}{2}$ times that of the industry's comparative brands as a whole.

WEBSTER CIGARS

FIRST IN THE SOCIAL REGISTER

SIX DISTINCTIVE MODERN SHAPES • 12¢ to 30¢



SIKH MAHARAJA

Young ruler of Patiala leads warrior race that fights for India and British Empire

by WILLIAM FISHER

The young Maharaja of Patiala is the rising star in that flamboyant constellation of princes ruling India's 562 states. Thirty years old and only five years on his throne, he has already proven that his interests extend beyond such princely accouterments as dancing girls, diamonds and tigers. Moreover, as titular head of the Sikhs, he is the cynosure of five million of his warlike clansmen and he has used this position to become one of the best recruiting sergeants the United Nations possess.

From the very beginning of the war he has been urging the Sikhs to enlist. It is mainly through his efforts that they are proportionately better represented in the Indian Army than any other community in India.

Superb fighting men, the Sikhs are terrific with the bayonet and are adaptable to modern mechanized warfare. The Sikh is a sort of one-man war of nerves, what with his ferocious black beard, leonine physique and love of battle. Apart from the more conventional weapons, he likes to secrete an odd assortment of knives and daggers on his person. His habit of going into battle yelling bloodcurdling war cries and with his long hair flying often unhinged the morale of the enemy in Africa.

The Maharaja is himself a symbol of Sikh prowess. He is 6 ft. 4 in. in height and agile as a panther. Despite his youth he has grown a splendid black beard. He always wears a uniform except on ceremonial occasions, when he dons his diamonds and pearls.

His Highness is the religious as well as military and temporal leader of the Sikhs. The tenth and last of the great Sikh Gurus (teachers) put his blessing on the house of Patiala, and by behaving in accordance with Sikh traditions the present Maharaja has the fervent approval of his clan. In India religious and temporal power are so closely allied that it is difficult to separate the two, and this is partly the foundation of the Maharaja of Patiala's political importance.

He became ruler of the State in 1938, at the age of 25. He was young for the job but well prepared. Having worked in nearly every branch of the Patiala government, he knew things from the ground up. Before that he had served in the Indian Army; he happened to be on duty in Quetta during the great earthquake and assisted creditably in the rescue work. His early education was at Aitchison College in the Punjab, an institution attended mostly by sons of Indian landed gentry. The atmosphere was fairly democratic. The young heir apparent to Patiala did not have the Rolls-Royces and armies of servants that accompany some Indian princes to college.

Patiala State is 6,000 square miles in area and is divided into five districts. A part of the State is in the Punjab plains, while the rest is in the Simla Hills, where the Maharaja maintains a summer palace. The farmers are comparatively prosperous and the State enjoys an annual income of about \$5,000,000. Keenly interested in farming himself, the Maharaja has done much to improve the crop yield. He has an experimental farm of his own and likes to go out and dig around on it himself.

In five years of rule he has brought about many improvements in Patiala. He has established touring dispensaries to improve the health of his people, added a big maternity wing to the Rajindra Hospital and is building a new tuberculosis sanitarium costing a quarter of a million rupees.

A superb athlete himself, he wants to maintain the Sikh tradition of physical supremacy. In his capital he has built the finest Olympic stadium in India. As modern as the best in America, it contains dormitories, dining halls and other amenities for visiting athletes. He has improved the capital by laying out wide boulevards and putting up new buildings. He is especially proud of the new cinema, exotically Indian in design. Enthusiastic audiences crowd it every night for the showing of the latest Indian films.

The Maharaja's father, a great spender, left the State shouldered with a fabulous debt. He maintained one of the most



The Maharaja Yadavindra Singhji sits on his golden lion throne, at his 27th birthday durbar, wearing great emerald buckle and a quart of diamonds strewn over his red costume. The man at left carries gold fly whisk.



Under the golden umbrella, the towering young Maharaja goes to receive the homage of his subjects. He rates a 19-gun salute and is traditionally exempt from making feudal gifts to the British Viceroy of India.

CONTINUED ON NEXT PAGE

NOT FOR MEN ONLY



NO, INDEED! Barbasol's not for men only—even though it's by far the favorite of the boys in service. [Incidentally, that's why Nellie picks her date for the dance by calling "eenie, meenie, mine, moe." So many boys have nice, smooth Barbasol Faces, it's difficult to choose, you see.]

YES, INDEED! Thousands of women use Barbasol for under-arm shaving—because it's so kind and soothing to skin. Wonderful for hands, too—especially for removing factory or housecleaning dirt and grease. Just rub it on—wipe it off—and presto! Hands are clean—soft and smooth as ever, thanks to the beneficial oils in Barbasol. Try it—it's wonderful, you'll say.



BARBASOL MEANS BRUSHLESS: It's a smooth-spread-ing shaving cream, that's why. Goes on in jig-time. It soothes your skin as it softens your beard, for the quickest, sweetest shaving trip your razor ever took. Try Barbasol—in Tubes or Jars. Large size, 25¢; Giant size, 50¢; Family size, 75¢.



For modern shaving—No Brush—No Lather—No Rub-in

BARBASOL BLADES
5 FOR 10¢—15 FOR 25¢

SIKH MAHARAJA (continued)

lavish courts in India, and he is reputed to have had more than 50 wives. The children of favorite wives were perambulated about the Palace gardens by a corps of English nurses. On his death a sort of palace orphanage had to be started to provide for the care and education of his children. Some of the wives were paid off and sent home, while it is said that others still draw State pensions.

As soon as he came to power after his father's death, the young Maharaja began putting the State finances in order. He has now paid off most of the debts, partly through economizing on personal expenditure. His Highness' tastes are simple. Besides puttering around on his farm, he likes tennis, cricket and roller skating.

Every morning at 6:30 sharp the Maharaja is awakened by one of his A. D. C.'s. He bathes, has a light breakfast and is at his office in the Palace by 8:30. First, he sees his private secretary, who tells him the day's engagements. If there are urgent papers for him to sign he usually deals with them at this time. From 10 o'clock on he sees his ministers, military officers and usually some private individuals. A great believer in the personal touch, he is unstinting in granting private interviews. Outside the Palace is a complaint box into which anyone can pop a written grievance. The box is opened daily, and the Maharaja sees people with complaints which cannot be settled through the courts or by other means.

His Highness' afternoons are devoted to a short nap, dictating letters and reading the numerous newspapers to which he subscribes. He has tea and then goes off for exercise at the club. Sometimes while he plays tennis the State Band plays waltzes. After dinner he usually has a conference with the Chief of Police and goes over the day's reports with him.

Patiala State is an enlightened despotism; it has not yet provided the constitutionalism which good government needs to be permanent. The Maharaja is assisted by a Prime Minister (the post is now vacant) and six cabinet ministers. These include a Sikh, an Englishman, a Moslem and three Hindus. The Palace officials operate separately from the ministers, and the Maharaja has direct control over the police.

He married for love the second time

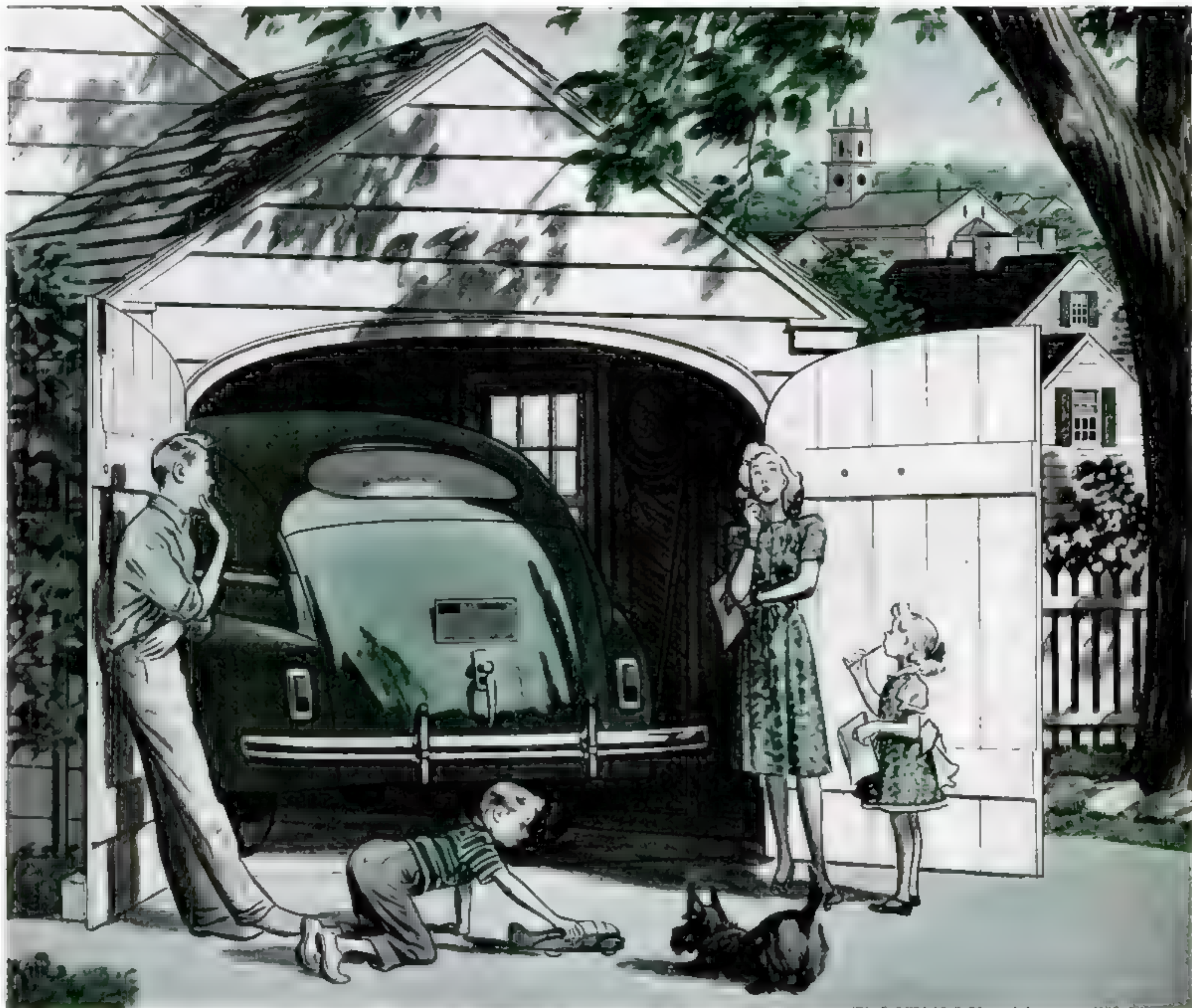
The Maharaja of Patiala's domestic life is happy and rather simple. His marriage was a love match and behind it there is a romantic story which has all the elements of a tale of oldtime chivalry. Before the death of his father, he fell in love with the daughter of a local landowner. But his father disapproved violently and, to show his displeasure, exiled the girl and her whole family from the State. After his father died, one of the first things the young Maharaja did was to bring the girl back and marry her, meanwhile reinstating her father on his ancestral lands.

The Maharaja has another wife from an earlier marriage arranged by his father. However, all his domestic life centers on the lovely young girl whom he could not forget. They have been married several years and have one son. She lives in purdah, carefully veiled from the eyes of all men except her husband and a few close relatives. Her beauty is so closely guarded that outsiders may not even behold her picture.

CONTINUED ON PAGE 51



Off for the front, officers of Patiala's Yadavindra Infantry regiment watch the Maharaja (in white) offer flowers to elephant carrying the Holy Book of the Sikh religion.



Post-War Plans...for Your Car

THERE sits your car—used less now than ever before; a thousand dollars or more of your hard-earned cash tied up in it.

You can probably sell your car right now for a good sum—since used cars are in good demand. But a family car has become a part of American family life, and you'd undoubtedly feel lost without it.

No, you don't want to let it go. And you don't want to *keep* it and "let it go," either—let it go to ruin for want of proper care. For when the new cars eventually come out, what

you get on a trade-in will depend largely on the condition of your car at that time.

And remember—new cars will not be out for a considerable number of months after Hirohito yells quits.

That's why it will pay you to use Quaker State Motor Oil—why it will be worth your while to insist on Quaker State Superfine Lubricants.

For Quaker State is skillfully refined from Pennsylvania Grade Crude Oil—to give your car the

greatest degree of lubrication protection you can buy anywhere.

Four great modern refineries produce Quaker State—for the toughest jobs on the fighting front and, on the home front, to help you "care for your car for your country" *in the best way possible*.

Next time you buy motor oil—look for the green-and-white Quaker State service sign. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



OIL IS AMMUNITION—USE IT WISELY

See Merle Oberon in the new Columbia picture
"FIRST COMES COURAGE"

Merle Oberon flies to England on bomber



SHE WASN'T A BIT NERVOUS. (Though she admits that England was a mighty welcome sight after her long flight.) Just before Merle Oberon flew the Atlantic to act in morale-building movies, she relaxed at the Ferry Command Base—with her favorite soft drink—Royal Crown Cola!



"A FAMOUS TEST told me which cola tastes best," says Merle. "Two years ago I tasted leading colas in paper cups—then voted for the one I liked best. It was Royal Crown Cola... my favorite ever since!"



SCREEN WORK plus war work leave Miss Oberon little time to relax. So when she does, Royal Crown Cola gives her a lift and a fresh start. Says Merle, "When I want a 'quick-up', I go for Royal Crown Cola!"

BUY MORE U. S. WAR BONDS AND STAMPS TODAY

Merle Oberon picks
ROYAL CROWN COLA
Best by Taste-Test!



In Western clothes, the Maharaja meets touring American, Lawrence Copley Thaw, whose caravan was passing through State of Patiala on the Thaw Asiatic Expedition.

SIKH MAHARAJA (continued)

Their favorite relaxation is to go picnicking at a little summer house near one end of the extensive Palace grounds. On these occasions they always do the cooking themselves. Several evenings a week they go driving together, without guards or a chauffeur. Sometimes they go to the new cinema, where there is a State Box equipped with curtains that are drawn when the lights go on during the intermission. During the performance butlers come in and out with drinks and light snacks prepared in a special pantry. After every show a picture of the Maharaja is flashed on the screen and the State anthem is played.

The Palace, which is immense, is divided into two sections. The Maharani's quarters are quite separate from the rest. She has her own office from which she frequently communicates with her husband by private telephone during the day. Her main interest is in running her favorite charities. Sometimes she indulges in sports with the other ladies of the Palace in an enclosed garden. Sikh women are supposed to complement the martial qualities of their men by being good shots, and those at the Palace are no exception. They have their own shooting gallery.

The exterior of the Palace is exotically Indian. Inside, it somewhat suggests a great English country house. It has innumerable reception rooms, the walls of which are covered with paintings of late 19th Century vintage. There are also numerous marble statues of robust nude ladies of the same well-upholstered era. The array of expensive bric-a-brac seems endless. There are carved elephants' trunks, Chinese cabinets, curious old clocks and other oddments. Like most Maharajas, His Highness has a vast collection of signed photographs of famous people in expensive silver frames.

The great Tudor dining room can seat 200 comfortably, a reminder of the late Maharaja's lavish hospitality. Even now about 800 meals are served daily throughout the Palace to its occupants and staff. There is a Swiss who acts as household manager and the great corps of liveried servants is under a Czech butler. If the present regime is one of strict economy, it is hard to imagine what things must have been like under His Highness' more expensive father. The present Maharaja is said to struggle along on about \$500,000 a year.

The business of Sikhs is to fight

Everywhere in Patiala you see neatly uniformed Sikhs, always with the characteristic Patiala turban. This may be any color of the rainbow but the manner of tying it is distinctive. The Sikhs have a very high standard of physical fitness, due to good diet, rigorous exercise and the Spartan military life in which many of them spend their youth.

The young Maharaja is immensely proud of the military tradition of his people. He remarked to me: "The more we Sikhs fight the stronger we get." At all times he is in touch with the progress of recruitment among the Sikhs. His nonstop recruiting campaign has brought about 100,000 Sikhs into the army. About 40,000 of these are from Patiala State. Partly for political reasons, the Sikhs were slow to join up at the outbreak of war. His Highness created the Khalsa Defence League and backed it up with generous donations. His theory was that if the Sikhs did not do their part in this war their future in India would be jeopardized.

He reminded his people of their tradition of loyalty to the British. In the great Mutiny of 1857 the Maharaja of Patiala helped turn the tide in the Punjab in their favor. As a result, British rule in India was saved.

What life is like on a troop train...

speeding over the Water Level Route

This is "Main 100"... a twelve car troop train... identified on railroad orders only by its code number.

A few hours ago, no one at New York Central knew this train would be needed. Yet here it is, assembled, scheduled and speeding to its secret destination.

Sometimes "Main 100" is all Pullman, sometimes all coach, sometimes a mixture of passenger cars, baggage cars and freight cars for equipment. But whatever its make up, its job is the same... to move its share of the 2,000,000 members of the armed forces carried on duty each month by the railroads of America.

Visualize the thousands of cars and engines required for this task. Add on the large number of accommodations needed for fighters on furlough. You'll see then why train space for civilian travel is often "sold out"... why trains are sometimes unavoidably delayed... and why civilians should travel *only* on urgent and essential business.

"Main 100" *must* have the right of way.



FIELD KITCHEN

The Mess Sergeant, an Army Cooking School graduate, sets up his field kitchen in a baggage car to serve 3 or 4 troop cars. That's what many baggage cars are doing. So if you *want* travel, *travel light!*

MESS CALL

Men eat at their seats. On some trains they file up to kitchen to be served, on others, food is brought to them. Meals are tops and plentiful. One reason why *your* home and *our* diners are rationed.

FIRST AID

In one of the washrooms, the Army Surgeon sets up a "field hospital" for minor accidents or ills. His prompt care of scratches and colds keeps our fighters among world's fittest.

G.H.Q. ON WHEELS

From these "headquarters," the Train Commander orders the time for reveille and taps... the posting of guards... all the details of this traveling Army camp, of which he alone knows the final destination.

RAILROAD LIAISON

A New York Central Passenger Agent acts as "Train Escort" to assist the Train Commander with transportation matters... procure extra supplies... arrange for stops... handle mail... and perform many other services en route.

MUSIC BY THE MILE

The soldier with a portable radio competes with the local "live talent." Barrack room ballads and current hits share honors with "Sweet Adeline" and other old close-harmony favorites by the company quartet.

PREPARING FOR TAPS

Men are usually allowed later hours en route than in camp. At the time set by the Train Commander, the Porter makes up the berths... as carefully as he would for the most generous traveler on a limited train.

V-MAIL

Soldiers long for letters, and write many to get answers. For secrecy's sake, none may be mailed en route... except through the Train Escort who posts them only at points permitted by the Train Commander.

39 MEN TO A CAR

Soldiers sleep two in a lower berth, one in an upper. Even with such full cars, today's military movement needs half of the Pullmans, a third of the coaches. One reason *you* may find train space hard to get.

SEEING AMERICA

Soldiers spend much time at car windows. They are moved an average of six times for special training... seeing the Hudson River and Great Lakes one trip, perhaps the Rockies or California next.

BUY
MORE WAR
BONDS

New York Central

ONE OF AMERICA'S RAILROADS—ALL UNITED FOR VICTORY



WHY LET YOUR FURNACE ROB YOU OF FUEL?



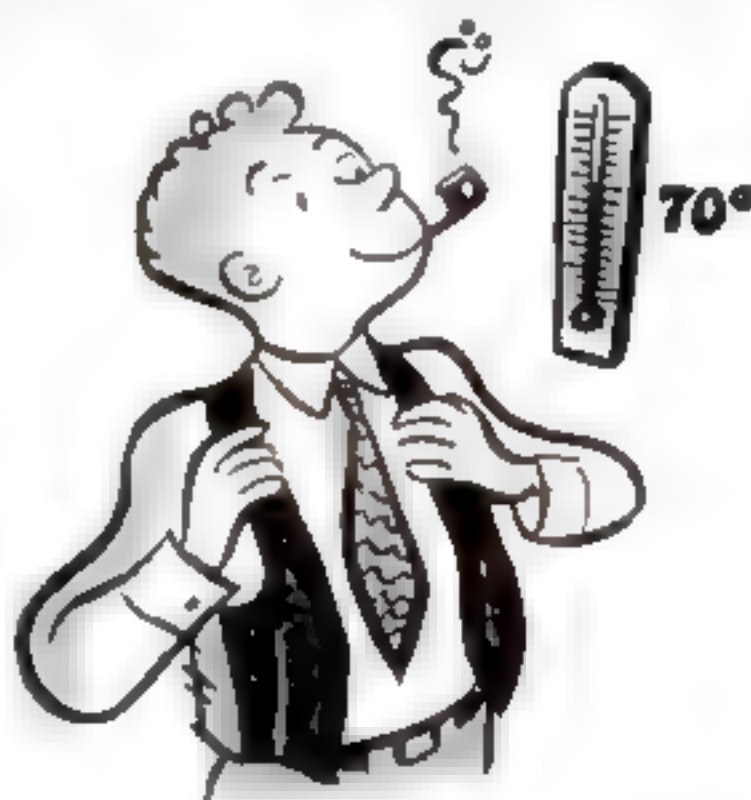
1. From your forced-warm-air furnace, you can get plenty of clean, fuel-saving heat this winter, only if...

2. ...The air filters in your furnace are clean. Your furnace breathes air through these air filters.

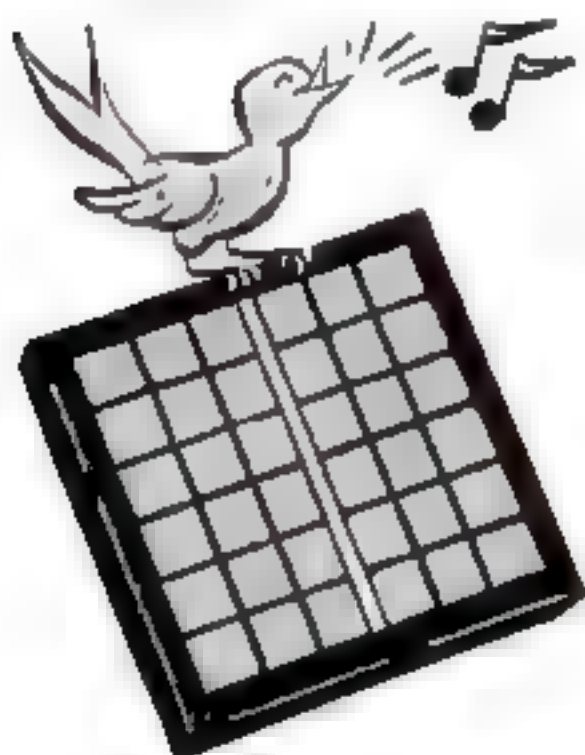


3. When dirty, these air filters prevent enough warm air from circulating in the house. You're chilly. Fuel is wasted.

4. With clean filters, you should get plenty of warm air. Fuel is not wasted. Excess dirt that might soil walls and drapes is trapped in the filters.



5. Get new Dust-Stop® Air Filters today. THE BEST! They're standard in most makes of forced-warm-air furnaces.



6. Look in the classified telephone directory for your Dust-Stop dealer, or order from your local department or hardware store. Most sizes, \$1.50 each.

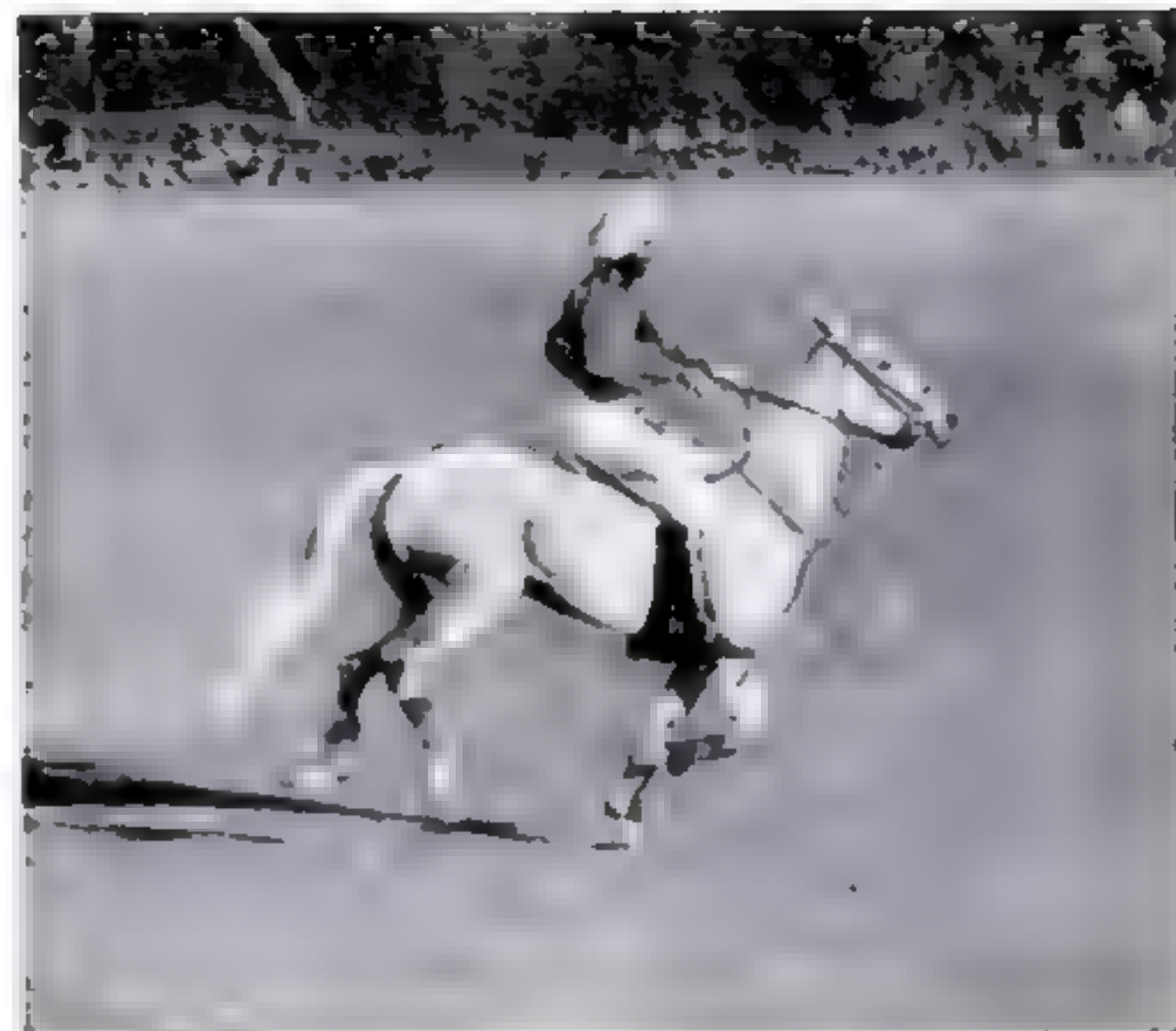


FIBERGLAS*
DUSTOP®
*U.S. Pat. Reg. U.S. Pat. Off.
AIR FILTERS



OPEN UP
BLOWER
CABINET.
FILTERS ARE
INSIDE.

Owens-Corning Fiberglas Corporation, Toledo, O., Fiberglas Canada, Ltd., Oshawa, Ont.



A fine polo player, the Maharaja is also an expert shot, angler, tennis player and one of the best amateur cricketers in India. He was captain of the All-India team in 1933.

SIKH MAHARAJA (continued)

In World War I the State of Patiala raised 28,000 troops. In this war not only has the number of men been greater but also the quality of training has been more impressive. The Sikhs have shown themselves to be superb soldiers in some of Africa's toughest battles. Their desperate charges up the craggy cliffs of Keren stand out as an epic in modern military history. From 1939 to the present they have been a mainstay of the famous Fourth Indian Division, which played such a great part in the defense of Egypt and the final rout of the Afrika Korps.

Patiala State bears the expense for all officers and men sent abroad. Basic training is given in the State cantonments, to which the Maharaja makes frequent visits. Here he watches with pride raw, gawky boys from the farms being turned into husky young soldiers. Once or twice a year he makes extensive visits to the fighting fronts to inspect the Sikh armies.

In Indian politics the Sikhs hold a unique position. They live mainly in the Punjab province or in states on its fringes. The population of the Punjab is about one-half Moslem, three-eighths Hindu and one-eighth Sikh. The Punjab, because it dominates northern India and is fabulously rich, is the key to Mohammed Ali Jinnah's dream of Pakistan, or an independent Moslem nation in India. Jinnah's main opposition in the Punjab comes from the Sikhs. They are a small minority but they are tough. And they insist that if Moslem domination is ever imposed on them they will fight.

At present peace reigns between the Sikhs and the Moslems in the Punjab. Last year the two groups signed a pact holding them together in a coalition government which operates as a cabinet under the British governor. Moslems, Sikhs and Hindus have been working together harmoniously in one of the best provincial administrations in India. But now Jinnah wants to impose a Moslem league government in the province. If this is established the Sikhs promise to cause trouble. For the time being this has given Jinnah's followers in the Punjab cold feet. They well know that there is truth in the saying that "a Sikh acts first and thinks afterwards."

Sikhs maintain union of India

The Sikhs are thus deeply affecting the course of events in India. They are reacting against both Hindu and Moslem forces of disunity. Their influence may help prevent the division of the country into separate Hindu and Moslem states if India gains her independence from Britain.

In his position as leader of the Sikhs the Maharaja's power cuts across the politics of British India. But as ruler of Patiala State he is concurrently important in the great realm of India's princes. As Chancellor of the Chamber of Princes he officially heads the rulers of all the Indian states, which cover one-third of the country's area and include a quarter of its population. The Chamber of Princes is a sort of parliament for the various state rulers, who meet together in New Delhi from time to time to discuss their problems.

The war has increased the political power of the princes in India. While the political parties have remained aloof, the princes have cooperated in the war effort, contributing heavily in men and money. Some states, like Mysore and Gwalior, have benefited from the establishment of war industries.

The princes think they are destined to have a voice in the political future of India. Many are strongly opposed to the progressive ideas of the nationalist political parties in British India. Others realize they will have to give their people a share in the government and a better deal economically.

No story of the Sikhs is complete without a glance back at the foundation of their pride of race. The Sikhs remember the past vividly and cannot forget that they once ruled a vast part of northern India, including the Punjab, Kashmir and the Northwest Frontier. The Sikhs were the last to be conquered by the British in India.

The five k's of the Sikhs

The Sikhs are distinctly different from any other people in India today, and their religion implies certain rigid restrictions. The Sikhs are monotheistic, eschew caste and recognize a book called the *Granth* as their Bible. Every orthodox Sikh accepts the five k's: (1) *kes* or unshorn hair, (2) *kacch* or short drawers, (3) *kara* or iron bangle, (4) *karpan* or sword, (5) *khanga* or comb. This means he must allow his hair and beard to grow unshorn and wear the other symbols of Sikhdom at all times.

Sikhs are not allowed to smoke, but there is no restriction on drinking. In common with the Hindus, they respect the cow and cannot eat beef. All other meat must be killed by *jbarha* or one stroke, as against the Mohammedan system of killing with three strokes. This difference is still a source of political friction in the Punjab.

The Sikhs customarily say their prayers three times daily, and unlike Moslems they usually pray alone instead of in groups. To show their brotherhood and freedom from caste, initiates eat from one dish with other Sikhs at a ceremony. Baptism must take place in the presence of five believers, and the newcomer drinks a mixture of sugar and water stirred with a dagger. Sikhs commonly attach the word *Singh* (meaning "Lion") to their names. The word Sikh itself was originally used to connote a disciple.

Sikhs can marry Hindu women if they wish. The custom has made it possible for them to increase their numbers more rapidly. The clan has also been enlarged through political agitation; between 1921 and 1931 the Sikhs increased in number by nearly one-third.

Amritsar in the Punjab is the Sikh Mecca. Here stands the famous Golden Temple reflected exotically in its sacred pool. Inside, holy men read aloud incessantly from the *Granth*. On ceremonial occasions the book is carried out in procession under richly jeweled canopies, and the temple is swept out with brooms made of peacock feathers.

Like most Indians, the Sikhs have a passion for ceremonies and display. Despite his modernity and youth, the Maharaja of Patiala caters to this liking. In orthodox matters he never makes a slip. He visits Sikh temples inside the State and out, and multitudes greet him with folded hands and shouting war cries. Most spectacular of the Sikh festivals in Patiala is Guru Nanak's birthday, when the holy Sikh scriptures are carried through the streets on lavishly bedecked

CONTINUED ON NEXT PAGE



On his wedding day to his first wife, he rides out on elephant. The eleven-acre Palace of pink sandstone has 15 dining rooms, bathrooms like ballrooms, gold-plated beds.

THIS IS KNOWN BY *Medical Authorities* *about* PHILIP MORRIS



WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF NOSE OR THROAT—DUE TO SMOKING—EITHER CLEARED UP COMPLETELY, OR DEFINITELY IMPROVED!

Facts reported in medical journals on clinical tests made by distinguished doctors . . . Proving this finer cigarette is less irritant!



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California Grape Brandy 84 Proof. Schenley Distillers Corp., N.Y.
Tune In "Schenley's Cresta Blanca Wine Carnival" every Wednesday evening C.B.S.

SIKH MAHARAJA (continued)

elephants and followed by a colorful procession of troops and courtiers.

Patiala State is only one-half Sikh in population, and the Maharaja also caters to the pride of his Hindu and Moslem subjects. In contrast to British India, communal friction is almost unknown. At the great Moslem festival of Id Ul Fitr, His Highness holds an elaborate durbar for the Mohammedans of his State.

For the Hindu festival of Dussehra, Patiala's ceremonies are proverbially magnificent. On the occasion of the last Dussehra I happened to be in Patiala. His Highness said that the ceremonies had been much curtailed because of the war, but they were nevertheless unforgettably resplendent. The main event was a durbar held on the Palace lawns under a huge yellow canopy mounted on silver poles. Large numbers of State officials were present, all dressed in orange coats and pink turbans. In India's bright autumn sunlight the effect was dazzling.

The military officers were in more somber blue uniforms laden with gold braid and medals. Nearby stood a group of Palace midgets dressed to look like generals, with tiny swords at their sides. Trumpets blasted, the band played and His Highness emerged from the Palace and walked along a scarlet carpet toward a golden throne under the canopy. He was shaded by a golden umbrella and wore a fabulous array of diamonds, emeralds and sapphires. He was followed by a procession of courtiers, one of whom carried a long white fly whisk which he kept swishing around the Maharaja's head.

Seating himself on the throne, the Maharaja received the homage of his State officials. As each one came forward he threw gold or silver coins at the feet of his ruler. Every time a gold coin hit the carpet, an attendant standing behind the throne unostentatiously stepped forward and picked it up, while the baser silver grew into an impressive heap. While all this was going on a chorus of Palace nautch girls maintained a monotonous caterwaulish song.

A maharaja's jewel collection

Afterward the military secretary drove us to the Patiala Fort, where the State jewels are kept. One hour after the ceremony they had already been returned to their vaults. The caretakers brought them out, and the whole display covered all of half a dozen tables. There were great tiaras of diamonds and emeralds, a pearl necklace said to be worth \$5,000,000 and other oddments worth a king's ransom.

In the Patiala Fort costume jewelry for the State elephants is also on display. This includes great outsize silver ornaments set with semiprecious stones to be worn on special occasions when the elephants parade in grandeur. There are also huge silver howdahs, in which the Maharaja and his high officials ride.

Against this backdrop of medievalism it is difficult at first to realize that Patiala is in the main stream of Indian political events. But to its modern Maharaja these trappings of an older era are something to be carried on for the sake of tradition. His own interest lies in his position as head of the premier Sikh state in India and as politico-religious leader of one of the world's greatest blood brotherhoods.



Viceroy Linlithgow, tall as he is, is topped by the Maharaja at a Calcutta garden party. Patiala Maharajas have the special title of "Favored Son of the British Empire."



VICTORY THROUGH PROGRESS

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WAR BONDS
AND STAMPS
TODAY

*Keep America
Free*



MORE...AND MORE...AND
STILL MORE TOMORROW

If you're a machinist, and would like 25" x 38" enlargements of this page, for posting in your plant, with all space below illustration left blank for your own message; write Aluminum Company of America, 1999 Gulf Bldg., Pittsburgh, Pa.

The thrill of the ground crews on a thousand fields as they send off "their guys" day after day with more and more planes . . . that thrill we share here at Alcoa. For it's mostly our metal in those planes. We took personal pride in that official announcement, the other day, that America is building more planes than all the rest of

the world together. And another fact that's music to each of us is the way our American planes stand up against the enemy's futile attempts to deny them the skies. And there is still more aluminum coming. More than 95,000 of us pledge it. And we're keeping our bonds and our blood flowing, too, in the great tide of victory.

The men and women of **ALCOA ALUMINUM**





PANCAKES THE U-BOATS *can't stomach*

VICTORY in this war is less likely to go to the side that could put the most weapons into action at the outset, than to the side that can most swiftly increase its output and most steadily *improve the performance* of its arms.

For example, one of the Navy's most useful helpers in fighting the U-boats is a recently perfected Diesel engine called a "pancake" because its cylinders are stacked one above the other. Combined with GM-developed controllable pitch propellers, this engine has made possible a new-type sub-chaser with more speed, wider range, increased maneuverability—and therefore greater effectiveness.

That engine grew from the same roots as GM Diesels powering

tanks, trucks, landing barges and the like. It is blood brother of the mighty GM Diesels that haul swift streamlined trains and power the newest destroyer escort vessels.

It was made available for wartime use by technological progress which enables us to get equal power out of one-fifth the weight packed into one-third the space.

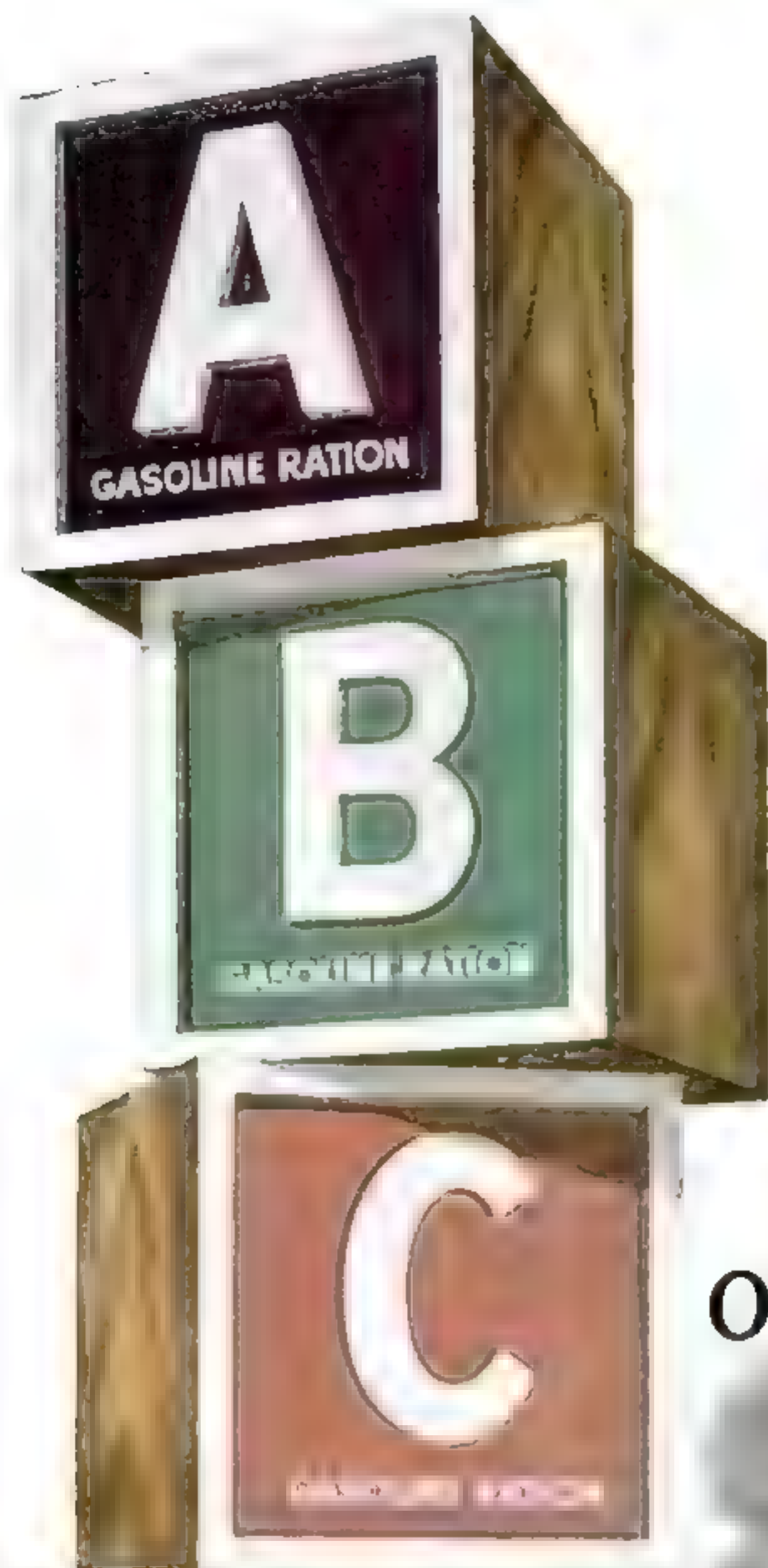
Poison to U-boats, the "pancake" Diesel is not alone helping our fighting men to win victory. It is tangible and impressive proof that our manufacturing knowledge plus our war-gained experience in ways to improve the product, increase volume and stretch vital materials, can be used after victory to provide more and better things for more and more people.

GENERAL MOTORS

"VICTORY IS OUR BUSINESS"

PROGRESS THROUGH VICTORY

the



of saving gas

- [A] Don't drive over 35 miles per hour.
- [B] Don't make jack-rabbit starts.
- [C] Don't let your car become a "smoker"!



SMOKE MEANS TROUBLE AND WASTED GAS

No matter how sensibly you drive, remember — your car is getting older every day.

And once it starts to smoke at the exhaust, it becomes a gasoline hog. For smoke usually means a badly worn engine — an engine that cuts up power and mileage.

Don't let your car become a "smoker." Change to Insulated Havoline Motor Oil. It's the best protection for your engine.

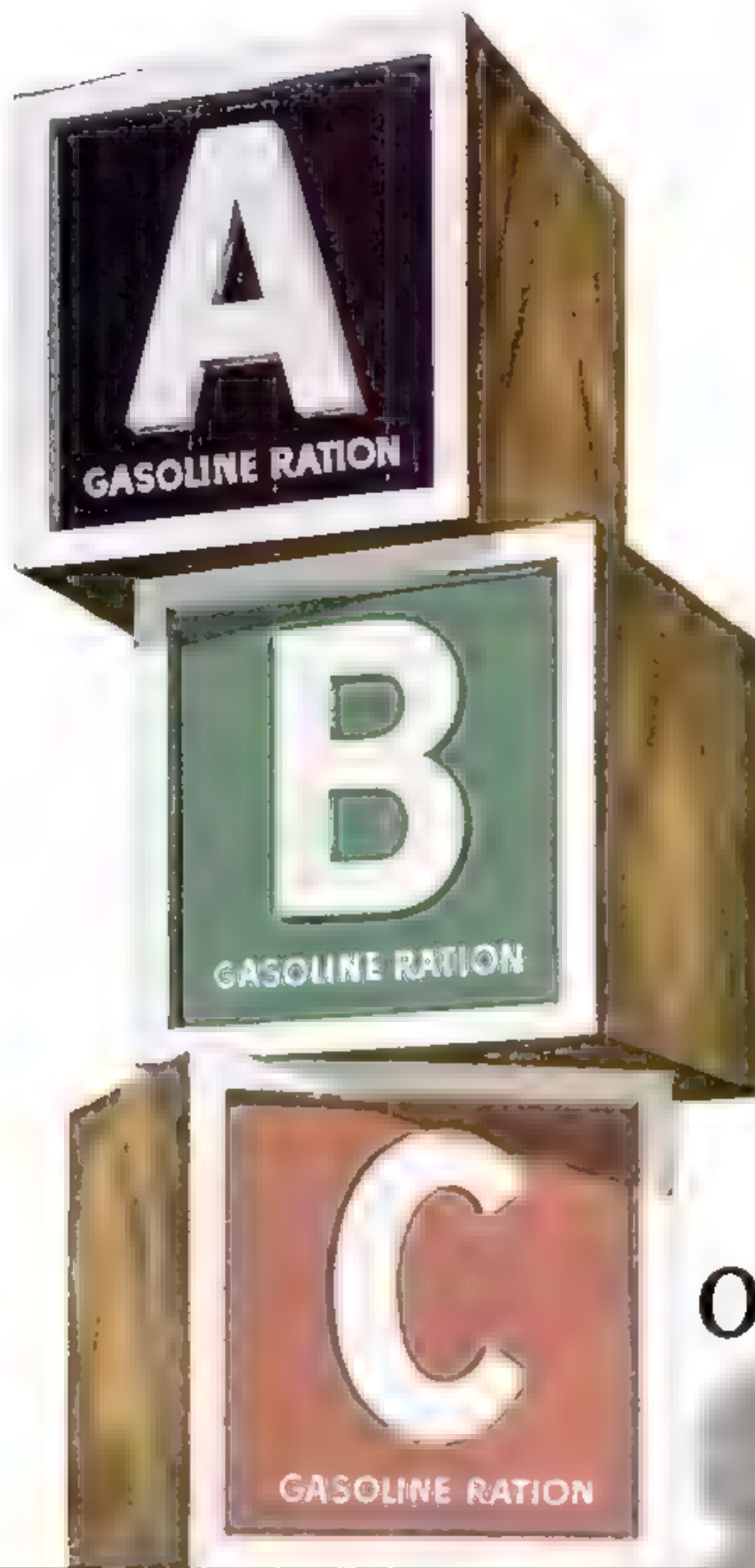
down — because it's *insulated*! And Havoline is *distilled* — to remove carbon-forming impurities that rob your engine of power.

Tell your Texaco Dealer you want Insulated Havoline — to help your car deliver the best performance per gallon.

It's the best protection for your engine.



the



of saving gas

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Don't let your car become a "smoker". Change to Insulated Havoline Motor Oil now for protection against excessive engine wear. Resists breakdown from engine heat — cold won't slow it

down — because it's *insulated*! And Havoline is *distilled* — to remove carbon-forming impurities that rob your engine of pep.

Tell your Texaco Dealer you want Insulated Havoline now — to help your car deliver the best gasoline mileage per gallon.

The Texas Company feels that one important part of its war job is to KEEP YOUR CAR ON THE JOB. You're welcome to drive in to any Texaco Dealer's for a check-up of tires, battery, chassis and motor lubrication system.

Tune in the TEXACO STAR THEATRE every Sunday night. See your local newspaper for time and station.



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PANCAKES THE U-BOATS *can't stomach*

VICTORY in this war is less likely to go to the side that could put the most weapons into action at the outset, than to the side that can most swiftly increase its output and most steadily *improve the performance* of its arms.

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GENERAL MOTORS

"VICTORY IS OUR BUSINESS"

PROGRESS THROUGH VICTORY



ST. MATTHEW'S IS A PLAIN AND PLEASANT LITTLE PARISH CHURCH. THE HONOR ROLL CAN BE SEEN UP FRONT AT THE LEFT BESIDE THE SHRINE OF THE BLESSED VIRGIN MARY

THE WOMEN SAY THEIR WARTIME PRAYERS

The honor roll in the small parish church of St. Matthew's in midtown Manhattan stands in the transept next to the Shrine of the Blessed Virgin. There are 400 names on it. All through the day now, the women of this parish come softly into the church. Most of them wear house dresses, having taken a few minutes from cooking and cleaning to pray for the men whose names are on the honor roll for their sons and brothers facing a soldier's or sailor's death.

The women in St. Matthew's walk up to the shrine. They drop their little offerings into the box, light the taper, touch it to one of the candles and then kneel. As Catholics do when in greatest trouble—and as the eloquent photographs on the following pages show—the women ask the intercession of the compassionate Virgin Mary. Some of them whisper the words in Latin: *Ave Maria, gratia plena; Dominus tecum; benedicta . . .* But most of them say the fam-

iliar words in English, in the most wistful and touching of all Catholic prayers: *Hail Mary, full of grace; the Lord is with thee; blessed art thou among women and blessed is the fruit of thy womb Jesus. Holy Mary, Mother of God, pray for us sinners now and at the hour of our death.*

Then, having finished saying their *Hail Mary's*, the women get up stiffly, genuflect and walk out of the church slowly, blinking against the bright daylight.

Wartime Prayers (continued)



MARGARET BANKER PRAYS FOR HER ARMY BROTHER, FRANCIS



ETHEL CUMMINS PRAYS FOR HER COUSIN IN NORTH AFRICA



ANNA McHUGH PRAYS FOR HER SON IN SIGNAL CORPS



CATHERINE BASY PRAYS FOR HER SON, DAVID, IN THE ARMY



MRS. PASQUALE TRAIN PRAYS FOR SON, TONI, IN THE ARMY



HANNAH HANELY PRAYS FOR SOLDIER SON, JOHN



GRACE BUBBINE PRAYS FOR HER 21-YEAR-OLD SON IN NAVY



SAMIA BRUNN PRAYS FOR HER THREE NEPHEWS IN THE ARMY



JOSEPHINE MIELE PRAYS FOR BROTHER AND NEPHEW



ELIDIA VALEZIO PRAYS FOR ONE SON HOME, ANOTHER COMING



NELLIE HEINRICH PRAYS FOR HER THREE SONS, ALL IN ARMY



MRS. CHARLES SNYDER PRAYS FOR A BROTHER IN AIR FORCES

Freshen up for FALL



Snap into Autumn with a refreshing change of clothes . . . rugged Size-sixt Oxford shirts by Manhattan; sport shirts in smart plaids; roomy, deep-pocketed leisure jackets. Manhattan ties and handkerchiefs in spicy Fall patterns and colors. You'll get a new grip on yourself in a Manhattan change!

Manhattan

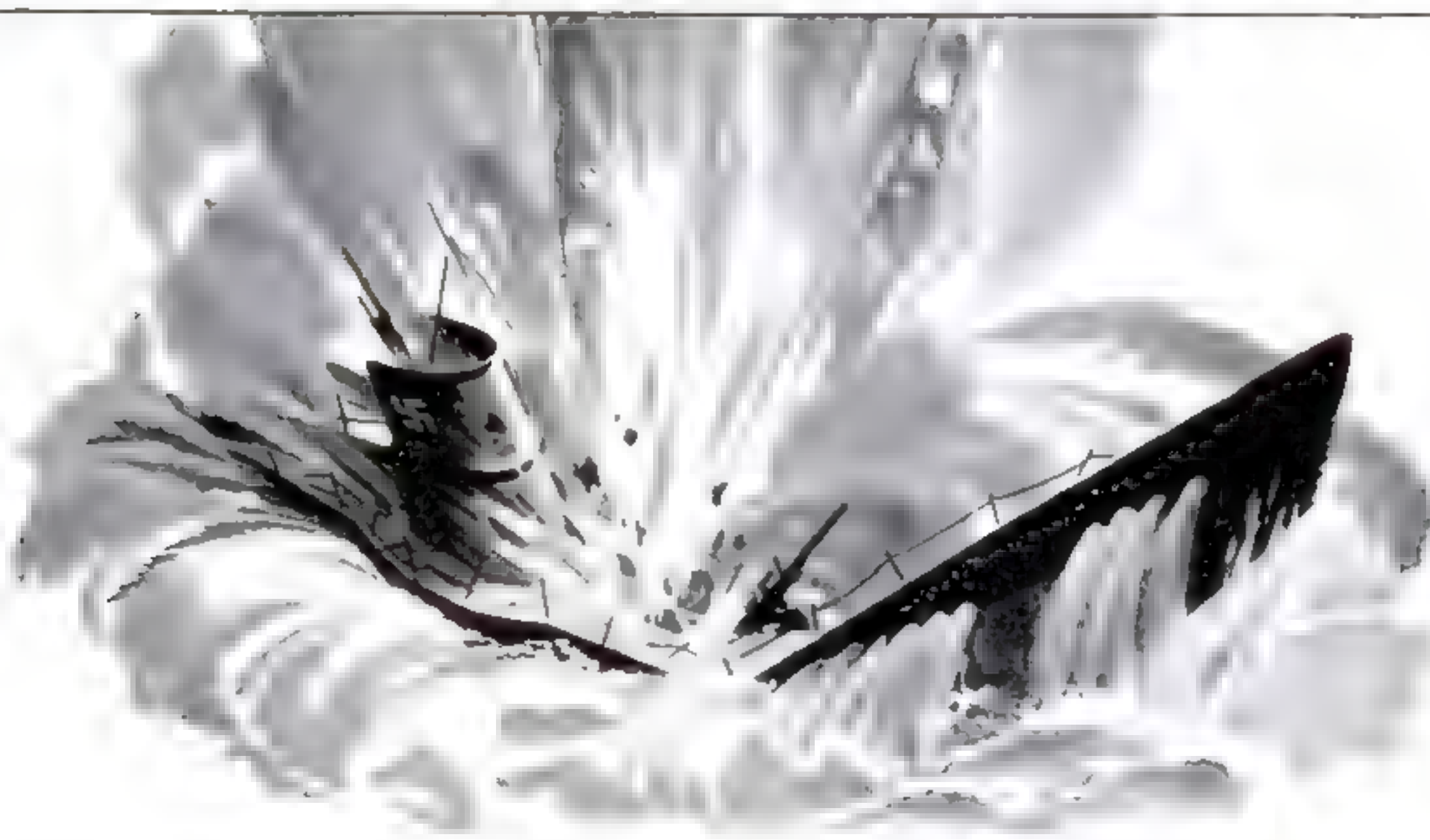
SHIRTS • TIES • SPORTSWEAR
PAJAMAS • HANDKERCHIEFS



If you have any difficulty obtaining Manhattan Shirts, please be patient. Inquire at your favorite store again; shipments are made frequently.



He's looking for a U-boat . . . in the sky!



Roaring out over the Atlantic, a huge Navy Patrol Bomber heads for a tiny patch of ocean . . . the spot where an enemy U-boat is reported to be lurking.

How will the fliers find it? Not by looking at the water . . . but at the sky!

Through a bulging blister on the plane, one of the officers points a strange-looking instrument at the sun or a star. It's called an "averaging sextant." Attached to it is a highly precise navigational time and stop watch.

The sextant will give him the altitude of the sun or star. The watch will tell him the time—down to a fraction of a second.

When he snaps a trigger, both of these measurements will be recorded at the same time—*instantly!* Together, they'll enable him to make a "fix" . . . and plot an arrow-straight course to the objective.

Once it took two men—and two separate

instruments—to do this vital job. But in the air, space and weight are precious things. The Hamilton navigational time and stop watch—the first timepiece of its kind built in America—enables one man to navigate a big plane swiftly and accurately.

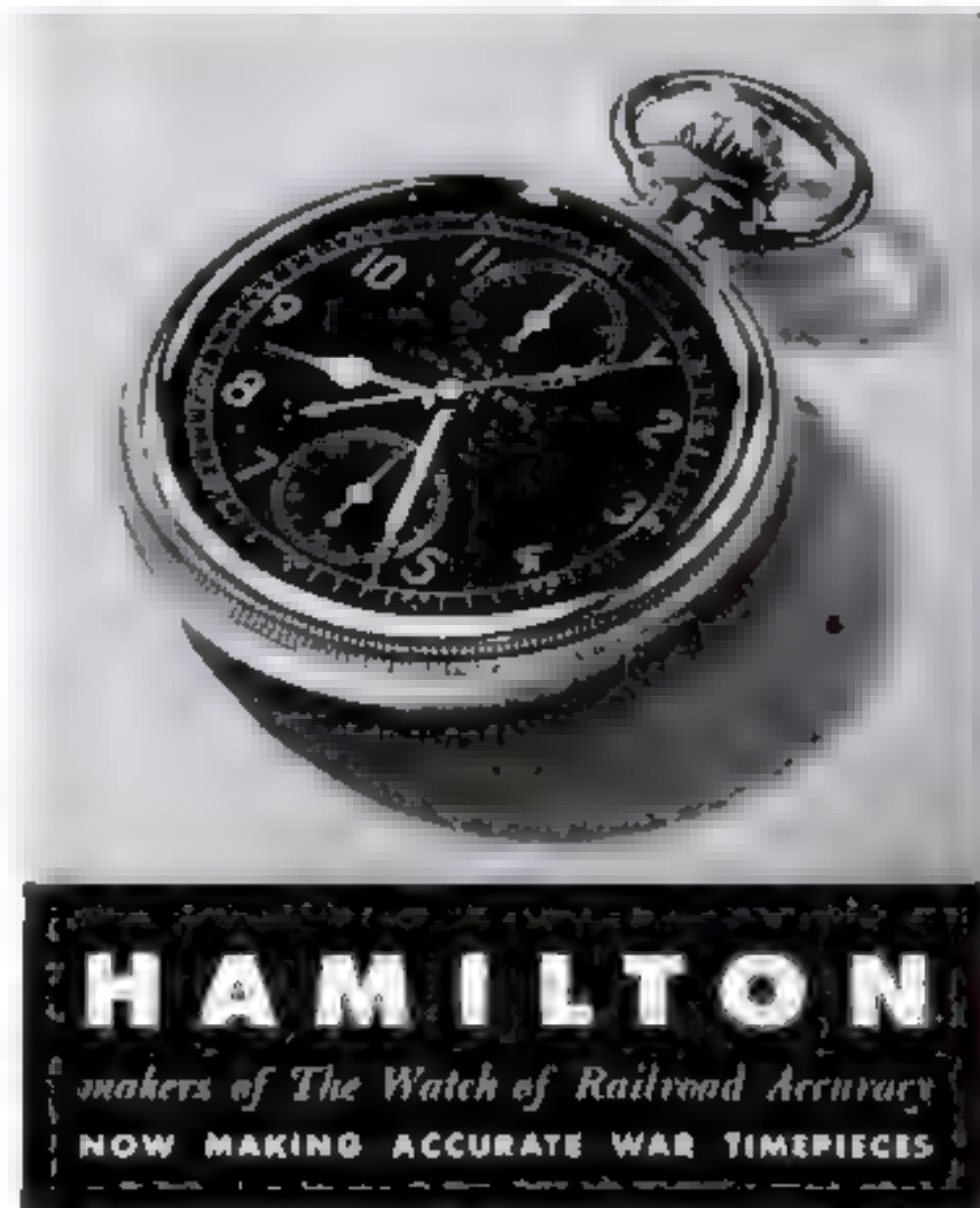
Hamilton workers have a special feeling for the men who guide America's planes and ships and tanks. It is for them that Hamilton is building such extraordinarily precise war timepieces as marine chronometers, chronometer watches, master navigation watches, as well as navigational time and stop watches.

That's why so few Hamilton Watches can now be made for civilians. But this wartime experience promises a post-war Hamilton that we'll be proud to call "The Watch of Railroad Accuracy." Hamilton Watch Co., 193 Columbia Ave., Lancaster, Penna.

BUY U. S. WAR BONDS NOW—
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COPY 1943 BY HAMILTON WATCH COMPANY



HAMILTON

Makers of The Watch of Railroad Accuracy
NOW MAKING ACCURATE WAR TIMEPIECES



FILM REACHES DRAMATIC CLIMAX AS THE ANTI-NAZI (PAUL LUKAS) WHO HATES KILLING REALIZES HE MUST SHOOT THE REFUGEE WHO THREATENS TO EXPOSE HIM TO GESTAPO



Director Herman Shumlin, in his first Hollywood assignment, works on scene with Bette Davis. Miss Davis plays part of the anti-Nazi's wife who is returning after many years to her home in the U. S.

MOVIE OF THE WEEK:

Watch on the Rhine

Paul Lukas stars in Lillian Hellman play

With *Watch On The Rhine* Hollywood may well have solved one of its biggest problems: how to film a Broadway dramatic hit. Besides buying the play which was judged best of 1941 season, Warner Bros. scooped up the play's author Lillian Hellman (*The Children's Hour*, *The Little Foxes*) to write additional scenes and dialog, the play's producer-director Herman Shumlin, left to direct the movie, and five of the play's top actors including Paul Lukas, winner of award for the most distinguished performance of the year.

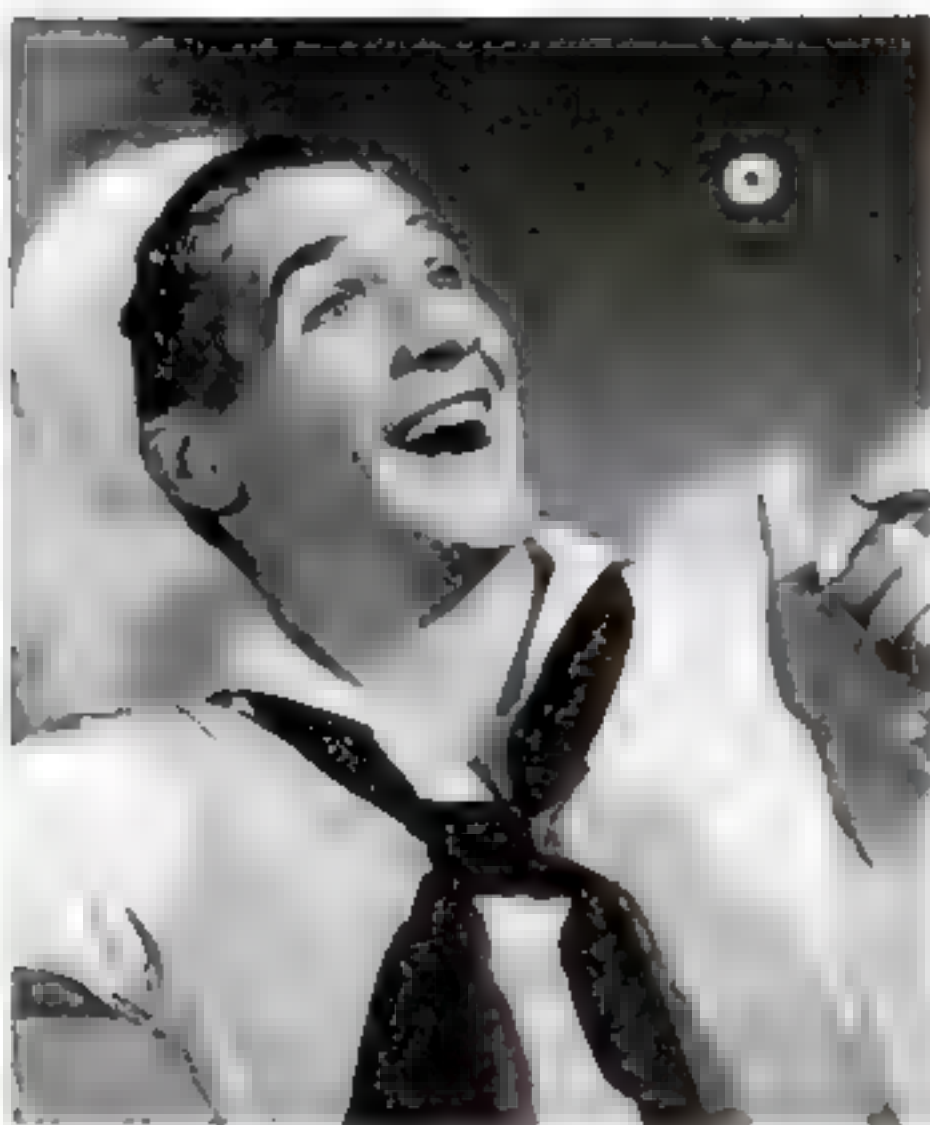
Miss Hellman's pre-war story has been changed very little. It still deals with the problems of a German underground leader who in 1941 brings his family from Europe to an imperforable America. To direct the movie Shumlin has tried no fancy tricks. Instead, by photographing the play—confining the action to one major set and concentrating on character—he has created believable people and the intense atmosphere necessary for a melodrama. Top acting honors go to Paul Lukas whose portrait of an anti-Nazi German is magnificent. With Bette Davis, George Coulouris, Lucile Watson and Eric Roberts, *Watch On The Rhine* is a distinguished and provocative film that rates high on the list of the ten best of the year.



◀ When she orders
you around like this...



and you'd rather be
at ease like this... ➡



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Everybody's breath offends
now and then—after eating,
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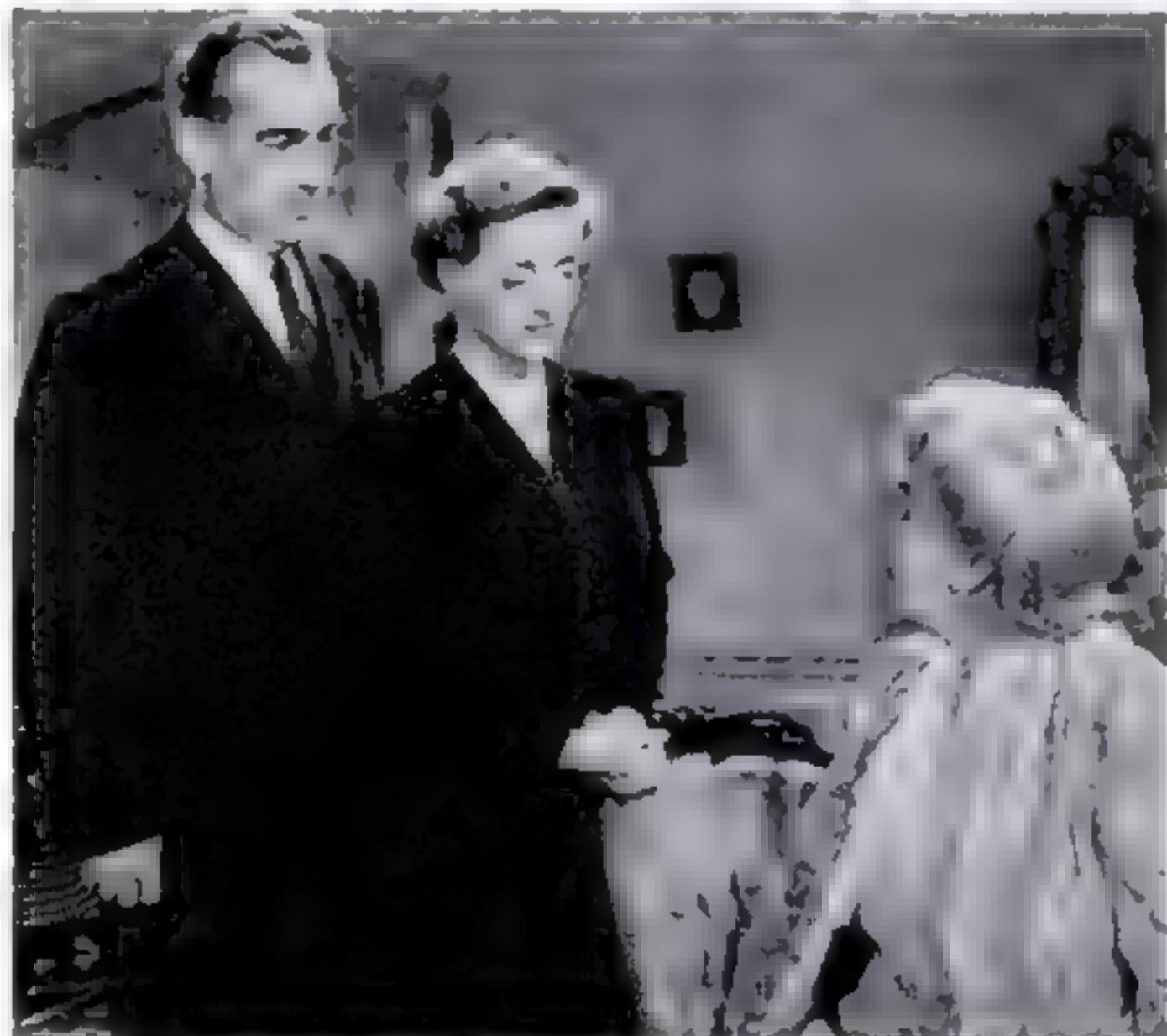


◀ If you can't always get your favorite LIFE
SAVERS flavor...it's because some one in the
Armed Services likes that flavor too. And we
know you'll agree that he should have first call.

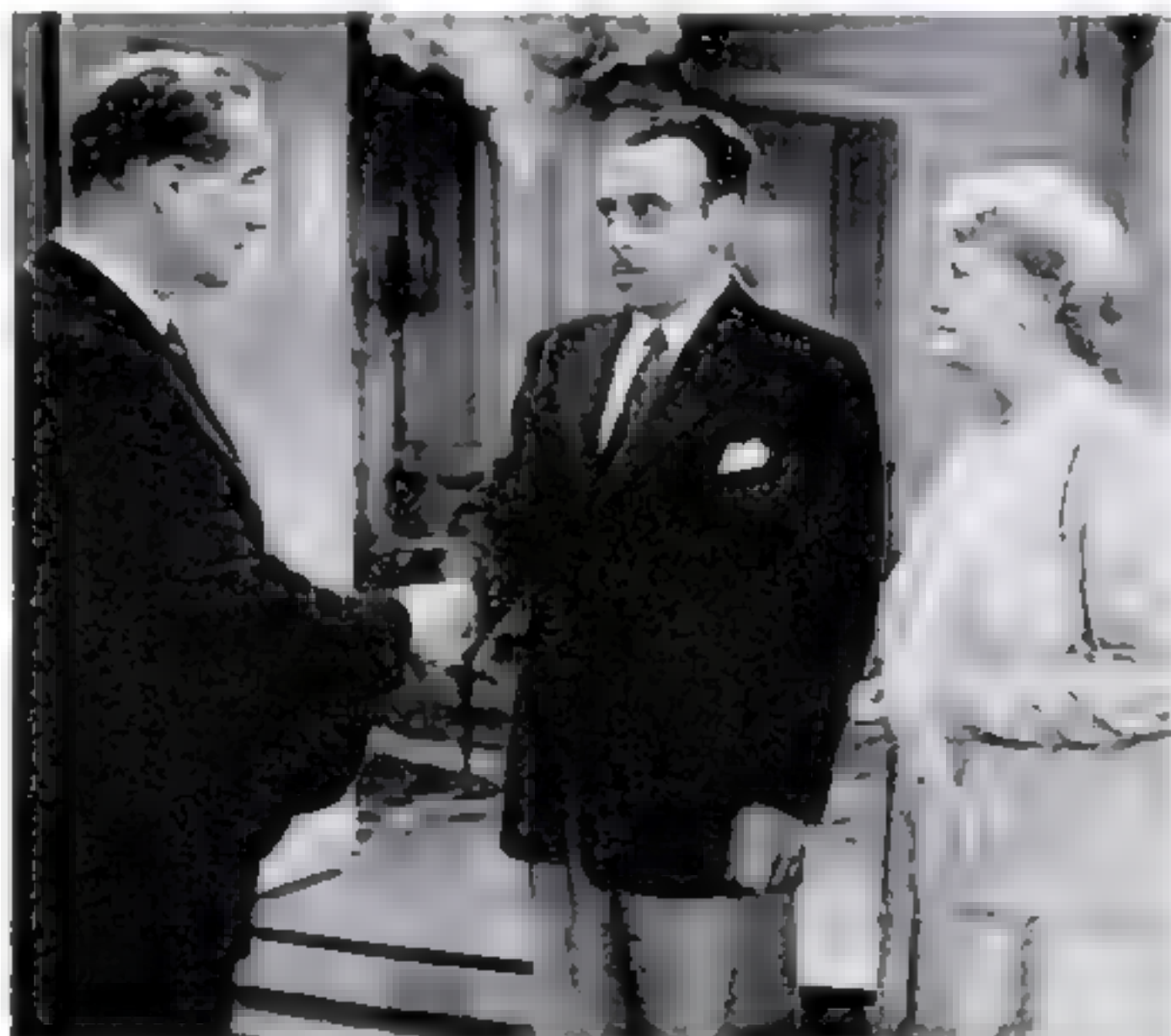
"Watch on the Rhine" (continued)



Entering U. S., Kurt Muller (Paul Lukas) leaves behind months of working as an
underground leader in Europe. With him are wife Sara (Bette Davis) and children.



In her childhood home Sara finds her mother (Lucile Watson) the epitome of U. S.
nonchalance toward Fascism. Kurt explains that he works at being an anti-Fascist.



Sense of being hunted returns to Kurt when he is introduced to Rumanian Refugee
Teck (George Coulouris) who questions him about his past, is working for Nazis.

CONTINUED ON PAGE 75

To make the most of ration points...

START WITH BREAD!

Plentiful and unrationed, modern enriched white bread is one of your best stand-bys in times when many foods are scarce

Remember this when you plan your family's wartime meals:

Modern enriched white bread is the result of two years' work by government and the baking industry to develop the best white bread America ever had.

It is prominently featured in one of the "Basic Seven" food groups you should eat each day because every loaf contributes essentials that help supply food-energy, help promote growth, and help keep the body running right.

Grand *with* meals and as an ingredient in point-saving dishes, it is a plentiful, inexpensive, nourishing basic food that belongs on every table at every meal.

Start with bread when you plan your buying—and your meals.

FLAVOR—plus all this!

The enriched white bread your baker offers is made to standards approved by the U. S. Government.

In addition to PROTEIN, which is used by the body to help build tissue, and CARBOHYDRATES, which supply food-energy, each loaf contains:

VITAMIN B₁—helps maintain normal appetite and good nerves

NIACIN—an important factor in the Vitamin B Complex

IRON—helps to form good red blood.



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In a recent nation-wide poll, more dermatologists say they use Mennen Brushless Shave than any other brand...more than the next two leading brands combined. The results:

MENNEN 25%

BRAND B 12%

BRAND C 10%

BRAND D 7%

BRAND E 6%

*All other brands
accounted for the balance*

This clear-cut preference on the part of these distinguished physicians is real evidence of the superior quality of Mennen Brushless. When buying shave cream for your own use, why not be guided by the personal choice of America's highest authorities in care and treatment of the skin.



**CREAM
NOT GREASE**

"Watch on the Rhine" (continued)



Returning from the German Embassy Teck announces that he has proof of Kurt's work in the European underground, but will allow him to escape if he pays \$10,000.



Kurt knocks Teck down and pulls out his gun. Quietly he says, "I do not like to kill this way. But I have done it before and will do it again. Whenever it must be done."



To the soldier I didn't marry

I'VE WAITED five hours for you, Dave. It's too late now to go to the Marriage License Bureau.

But that doesn't matter, because I know you won't be coming at all. I may as well take off the blue feather hat you've never seen and try to stop thinking of you, grim and helpless, staring from the transport's deck at the water widening between us.

You'd warned me: "Someday I'll sail just like that. I may not even be able to phone you. But you'll be my wife, and an Army wife keeps her chin up."

Well, Dave, I didn't quite get to be your wife. It'll be a long time before I set out our International Sterling for breakfasts-for-two. But my chin's up, all the same.

I'm going to fish Mrs. Hascom's letter out of the wastebasket. I'm going to write her: Yes, I will take my nursery-school job back, please...

You see, darling, in these last few hours I've done a lot of thinking. I've had it brought home to me, pretty forcibly, that I can't sit out this war. I've got to help hurry you back.

I realize, suddenly, that it's me the government means when it asks women to pitch in here at home. Women like me must take all kinds of jobs—often thankless, inconvenient, unglamorous ones. Those jobs must be done. We're the ones to do them. If all women felt about their men as I do about you.

Anyhow, I'm packing tomorrow, and I'm taking along our International Sterling to keep me feeling like a bride to be. Somehow, it's a little piece of the life we're going to have. The War Bonds my salary buys will help complete our set—after Victory.

Go get that Victory, Dave. And then come back and collect one bride.

Because International is working full speed on war production and making less sterling, your jeweler may not have all the pieces you want.

But no American complains about shortages. He knows that until victory is won, bullets are more important than butter knives... surgical instruments more vital than spoons.

So buy War Bonds with your money... earmark some of them for International Sterling after the war. International gives you the lifetime satisfaction of knowing...

—that your sterling was made by the world's foremost silver house

—that your pattern was designed by International craftsmen whose predecessors were creating spoons of coin silver 100 years ago

—that pieces created by these craftsmen have been exhibited in leading art museums.



*International
Sterling*

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Stormy Very Dry

WARRANTED
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OLD FORESTER
KENTUCKY STRAIGHT BOURBON WHISKY

This whisky is distilled by us only, and we are responsible for its richness and fine quality. Its elegant flavor is solely due to original fineness developed with care. There is nothing better in the market.

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BROWN-FORMAN-KENTUCKY

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CINDERELLA

Alajálov illustrates new poetic version of beloved fairy tale

Shortly before her death last year, Alice Duer Miller wrote *Cinderella*, a long narrative poem based on the fairy tale. It will be published in November by Coward-McCann, with illustrations by Constantin Alajálov, a Russian-born artist who is best known for his *New Yorker* covers. Shown here are some of the drawings in which Alajálov has captured Cinderella's warm and timeless appeal.

Cinderella is a universal literary theme. It appears with variations in almost all languages and cultures, including Japanese, Icelandic and ancient

Egyptian. The best-known English version is the translation of a tale written in the 17th Century by a Frenchman named Charles Perrault, although the Grimms' *Ashenputtel*, who is Cinderella by another name, is also popular.

At first Alajálov planned to draw his *Cinderella* in a modern setting, but the conventions of the story made this impossible. His drawings here are placed in the 1850's, a time when coaches with liveried footmen and fair maidens wearing glass slippers are more credible than they would be today.



AFTER FATHER DIES CINDERELLA IS MADE "KITCHEN DRUDGE"



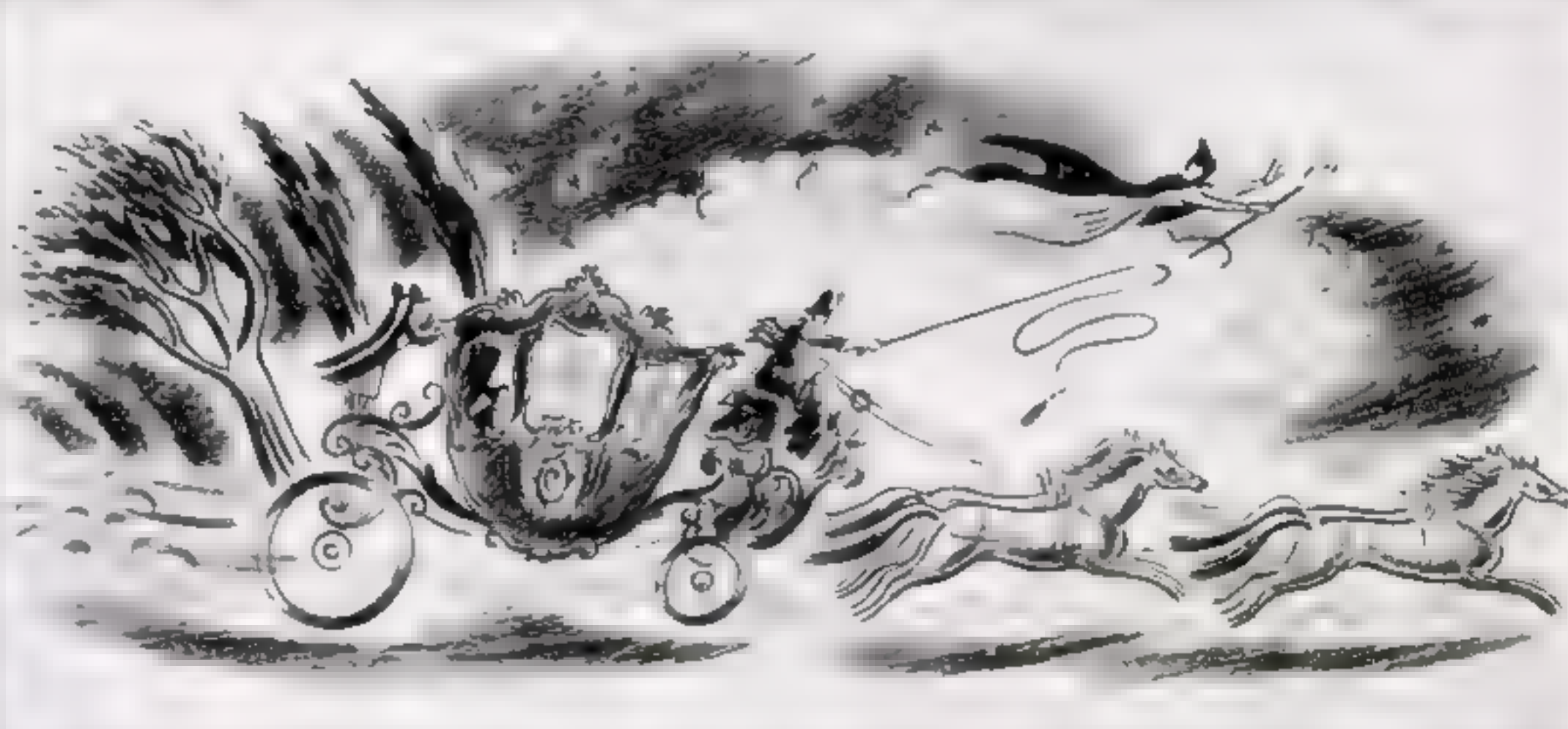
BEFORE THE BALL SHE HELPS DRESS VAIN SISTERS



FAIRY GODMOTHER APPEARS, TELLS HER NOT TO CRY



FAIRY GODMOTHER DRESSES HER IN FINERY



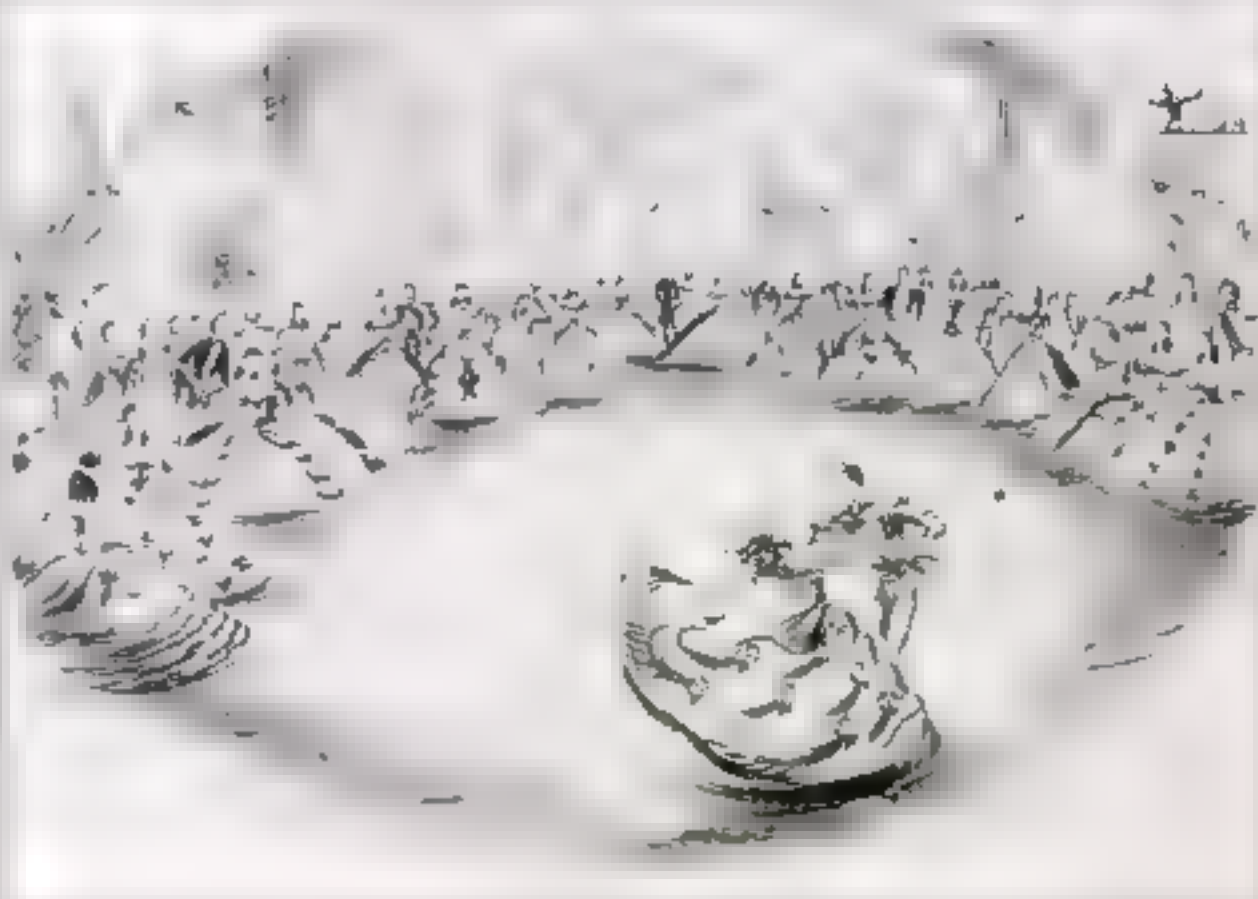
SHE MAKES COACH FROM A HOLLOWED PUMPKIN, HORSES FROM FOUR CHINESE RATS, COACHMAN AND FOOTMEN FROM THREE MICE



AT THE BALL CINDERELLA MEETS PRINCE



BEAUTIFUL STRANGER EXCITES TALK IN THE CROWD



CINDERELLA AND THE HANDSOME PRINCE DANCE AND DANCE TOGETHER

NESCAFÉ



The Armed Forces continue to receive almost all of the Nescafé that we manufacture. Therefore, the quantities that are available each month to our civilian customers are very small, and Nescafé appears only occasionally in grocery stores.

We are glad that Nescafé is able to play an important part in satisfying and stimulating our fighting forces — yet we regret that it is necessary to disappoint our civilian consumers. We know our customers will take satisfaction in the thought that the package of Nescafé that is not available today is serving some friend or relative in the military service.

Naturally we are eagerly looking forward to the day when there will be Nescafé for all.



SAY IT WITH WAR BONDS

A Nestlé product, composed of equal parts of skillfully brewed soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

• NESTLÉ'S MILK PRODUCTS, INC. • NEW YORK, U. S. A. •



WISCONSIN WOMAN GIVES CLUE TO TASTY WAR-TIME BREAKFAST

Mrs. E. R. Kreger, of Neenah, Wisconsin, writes: "Whenever I cook bacon, I drain the drippings and cover frying pan until next morning. Then I heat pan red hot and toast bread slices in it until they are crisp and brown on both sides. This good toast is delicious with Sunsweet Prune Juice." Together, a well-balanced breakfast, too.

OTHER CLUES on how to make war-time living easier are heard over your favorite Mutual Radio Station, east of the Rockies, every Mon., Wed., Fri. at 11:45 A.M. (E.W.T.) when Imogene Wolcott brings you the housewives' own radio feature "What's Your Idea?"



HERE'S 3-WAY HELP for war-time fitness

Vitamin (b and g), minerals—
for energy, resistance
Carbohydrates—for growth
Laxative effect—to sweep away
poisons

SUNSWEET PRUNE JUICE

The Growers' Own Brand



When low on butter serve— MOTT'S dual flavor JELLIES



In seven taste-tempting flavor combinations. Made of pure fruit.

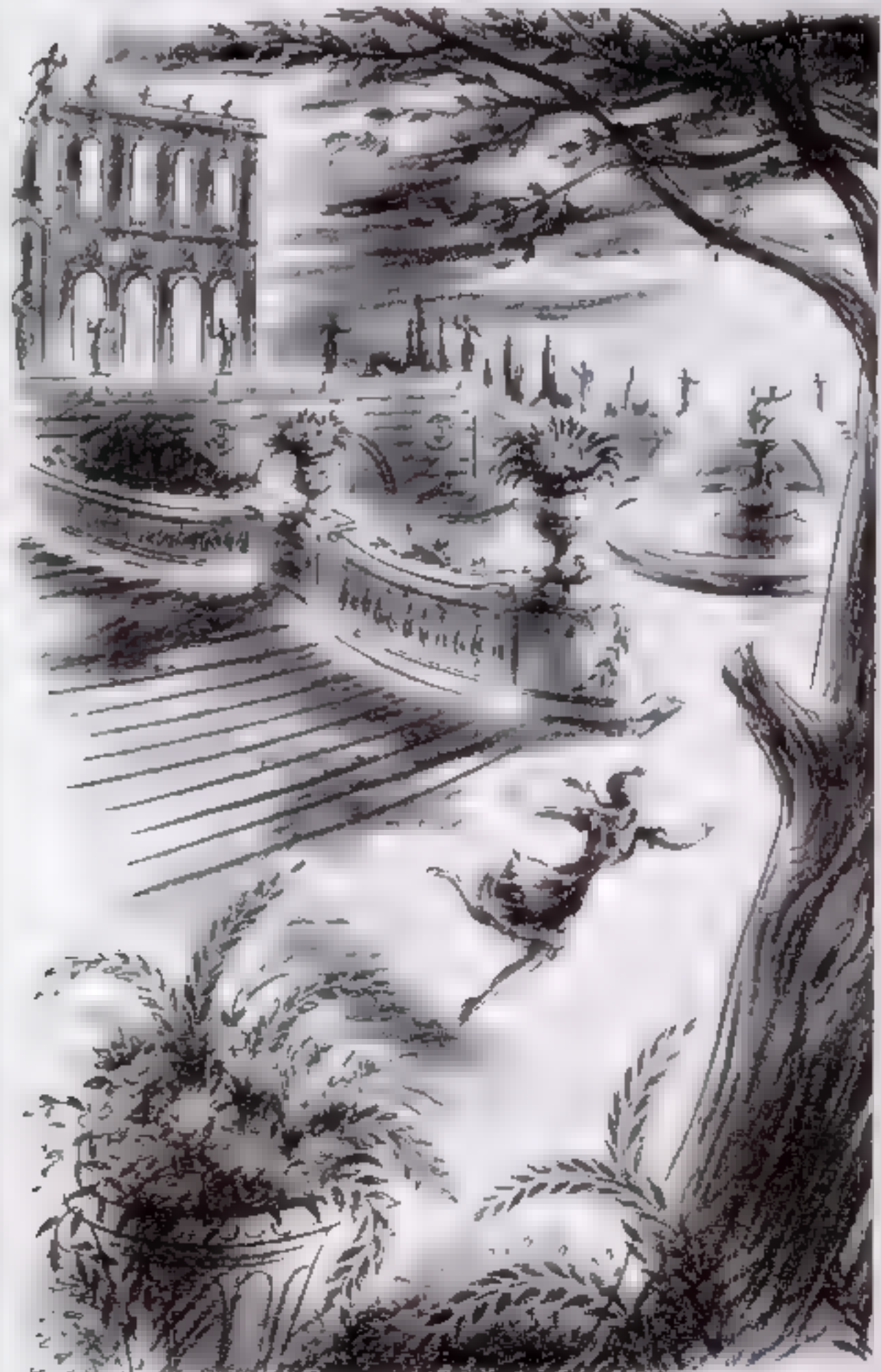
ONE OF MANY
MOTT'S
1842
PRODUCTS

BACK THE ATTACK WITH WAR BONDS—
YOUR EXTRA \$100 IS NEEDED FOR INVASION

"Cinderella" (continued)



THEN SUDDENLY "IT WAS MIDNIGHT, ONE MINUTE BEFORE BY THE CLOCK!"



LEAVING GLASS SLIPPER BEHIND, CINDERELLA DASHES INTO THE NIGHT

CONTINUED ON PAGE 32

HEAT SAVING GUIDE FOR YOUR HOME

★★★★★★★★★★★★★★★★

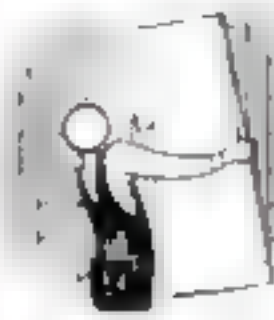
★★★★★★★★



Heating fuels of every kind are vital to the war effort and must be carefully conserved by all of us. These suggestions will help you make substantial savings in fuel and at the same time have a warmer, more comfortable home. A copy of this heat saving guide suitable for posting in your home where the whole family can see it, is available.



★ Check heating system. Clean the boiler or furnace of all dirt and soot. Be sure there's insulation on all steam and hot water lines. Cement up air leaks around fire door and ash door. Have a service man go over your heating system to see that it's in good condition.



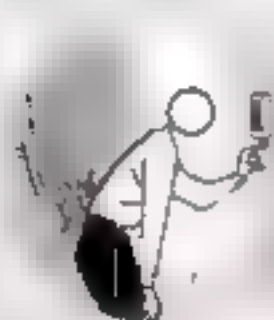
★ Insulation. Roof insulation is most important. If your attic has no floor, put insulation between the joists. Better still, finish the attic's walls and floor. Insulate walls adjoining a garage. Insulation under floors above unexcavated parts of the foundation saves lots of heat.



★ Storm sash and storm doors. Storm windows are needed especially if windows have no weatherstripping around them. If you're using the sun porch be sure to put up storm windows there. And don't forget the basement windows. Equip all entrances with storm doors.



★ Weatherstripping and caulking. When wood door and window frames shrink, heat escapes around edges. Put weatherstripping around outside of doors and windows. Caulking compound applied at joints around window frames and at top and sides of door jambs is helpful.



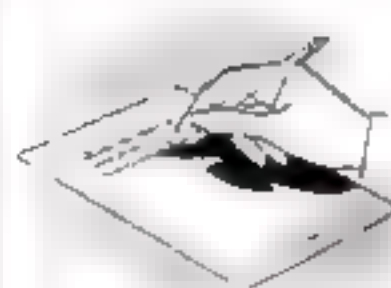
★ Lower temperatures. Most homes have too high a room temperature. 68 degrees is healthful and comfortable for most people. Reduce temperature when you're away from home and at night. If you have a heated garage, don't heat it to house temperature.



★ Eliminate drafts. Close door transoms. When ventilating rooms, close doors to keep cold air out of other rooms. Put rug against doors that don't fit tightly at bottom. Lock windows down snugly. A storm vestibule eliminates front door drafts and keeps lots of heat from escaping.



★ Close doors quickly. There's no use heating the outdoors. When people leave, don't stand in open door talking. Make sure door closes tightly when you come in or go out of the house. Automatic door closers are a big help in preventing heat loss.



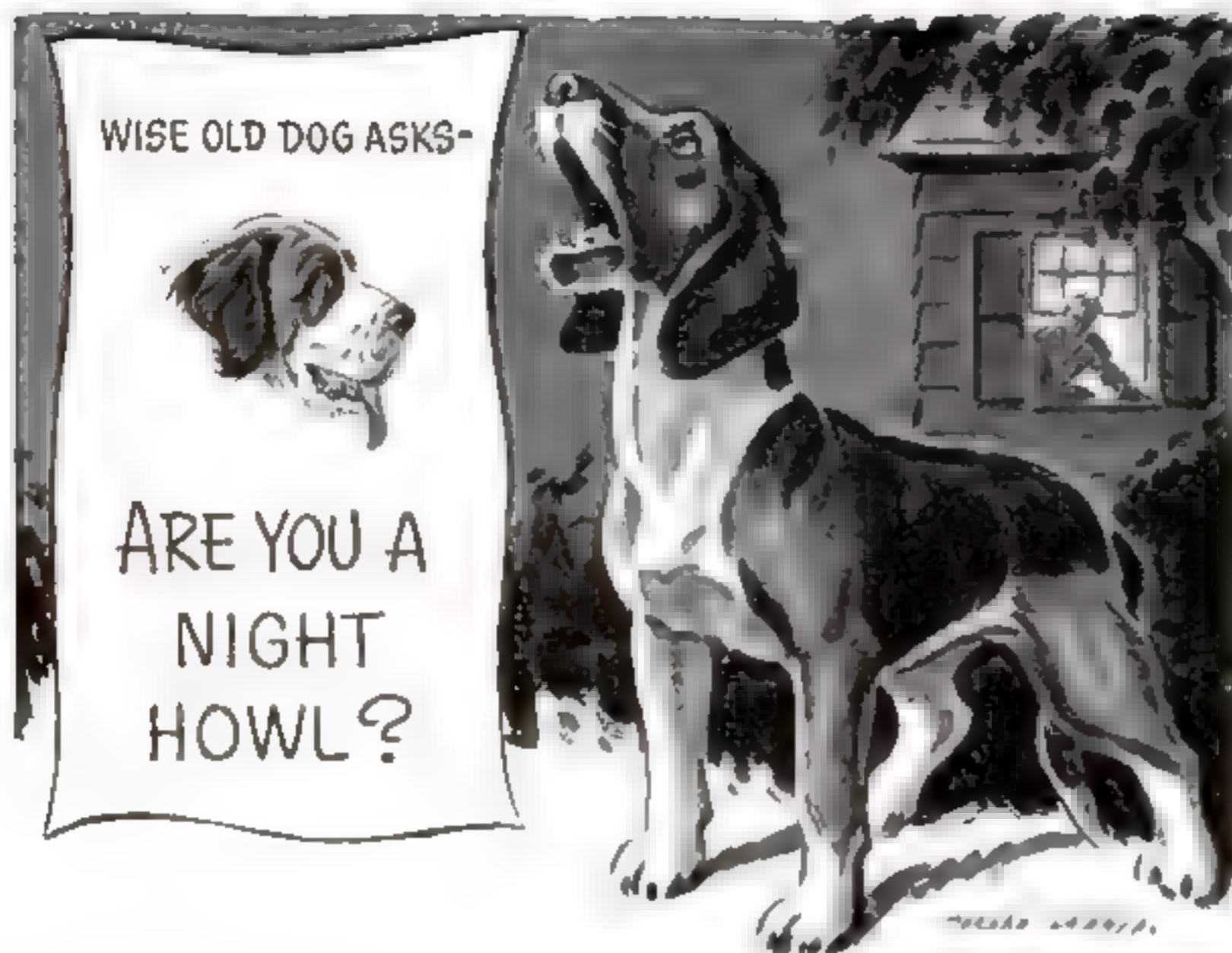
★ Other things to remember. Don't get rooms so warm you have to open windows. Close fireplace damper. Locate your thermostat so that no cold air or draft can hit it. Replace leaky or defective radiator valves. Don't waste fuel—make it go as far as possible.

30% of all heat loss is through window panes. Some heat saving measures cost money. Others may not be taken now because of shortages of certain materials. But there's one easy way to save heat within the reach of everyone. It's simply to—pull down your shades. Tests by the Armour Research Foundation show that 30% of all heat loss is through windows and that by proper use of your cloth window shades you can reduce this loss as much as one-third thus saving up to 10% on fuel. During the day, draw shades to sills in all rooms not being used and draw them half way in rooms being used. At night draw shades to sills in all rooms. By these simple precautions you'll have a much warmer home this winter.

WINDOW SHADE INSTITUTE • 60 E. 42nd St., New York, 17, N. Y.



Sponsored by THE CHAS. W. BRENNEMAN CO. THE COLUMBIA MILLS, INC.—STEWART HARTSHORN COMPANY—ILLINOIS SHADE CLOTH CORPORATION—INTERSTATE SHADE CLOTH COMPANY LAFLEY INTERSTATE SHADE CLOTH COMPANY—MCMASTER-REILLY SHADE CLOTH COMPANY—OSWEGO SHADE CLOTH COMPANY—WM. VOLKER & COMPANY—THE WESTERN SHADE CLOTH COMPANY



Oh, you are, eh? Well, you're no opera singer to the neighbors. Especially at 3:00 A.M. So, save it. Of course, if you had swell-tasting Pard for supper . . . that's something to sing about. Only don't.

PARD DEHYDRATED

Pard's so popular—your dealer may sometimes be fresh out. But please your dog and always ask for Pard first.



***Your dog—the family couldn't have a better friend. Uncomplaining eager to protect devoted companion. Let's treat him well.**

London's Big Ben
THE WORLD'S MOST FAMOUS TIMEPIECE

Metropolitan Tower Clock, New York
THE WORLD'S LARGEST

WELSBRO
Watches
FAMOUS FOR
MODERN STYLING
AND GUARANTEED
ACCURACY

WELSBRO WATCHES

WEISSMAN WATCH COMPANY, 20 W. 47 ST., NEW YORK, NEW YORK

"Cinderella" (continued)



DUKE TRIES THE SISTERS FOR THE FOOT THAT FITS THE GLASS SLIPPER



BUT THE SLIPPER PROVES MUCH TOO SMALL FOR EITHER ONE OF THEM



MUCH TO STEPSISTERS' ANGER, CINDERELLA APPEARS OUT OF KITCHEN

CONTINUED ON PAGE 84.



High School Students Learn this extra Wartime Skill

High school students these days are watching all the angles that might better equip them for the tussle with a world at work and at war.

Graduates of '42, scattered now throughout the armed services and in our fighting factories and offices, can tell you that a working knowledge of Mimeograph duplication is a valuable extra skill to have.

It makes anyone a more useful person to boss or commanding officer. At work or at war—it helps create op-

portunities for the ambitious person.

We suggest you ask the commercial department of your high school about enrolling for this practical skill. (11,000 high schools have facilities for teaching it.) You can learn the care and operation of the Mimeograph duplicator in only a few short weeks, without sacrifice of other studies.

If you are out of school, consider a part-time course at a regular business school. A. B. Dick Company, Chicago. The Mimeograph Co., Ltd., Toronto.

**Mimeograph
duplicator**

MIMEOGRAPH is a
trade mark of A. B. Dick
Company, Chicago—regis-
tered in the U. S. Patent Office

No time to lose!



Blackie: "Hey, Whitey—that alarm clock is set a half hour too early!"

Whitey: "We can't be too early for Victory, Blackie—let's go!"

Keep faith with those whose lives depend on how well you attend to *your job*. Get to work every day—on time. Remember—when you take time off—you're helping Hitler. Keep fit—live sanely—eat the right foods—get enough rest. Get on the job—on time!



**EIGHT
YEARS OLD**

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y. • SOLE DISTRIBUTORS

"Cinderella" (continued)



DUKE CRIES "MY MISSION IS DONE!" TAKES CINDERELLA TO THE PRINCE



ONE OF SISTERS IS SO UPSET THAT SHE FALLS TO THE FLOOR IN A FIT



STEPMOTHER SAYS "YOU KNOW NOTHING ABOUT HER PAST," AND FAINTS

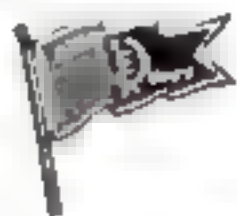
CONTINUED ON PAGE 36



INVADERS TODAY... Trucks Tomorrow

With horsepower below and firepower above, Half-Tracks by Autocar lunge and plunge in war's fiery cauldron... piercing enemy positions on the ground... pounding planes from the sky. They are powerful as bull elephants, yet nimble as polo ponies. For they are still Autocars... a preview of the power and performance you may expect in Autocar

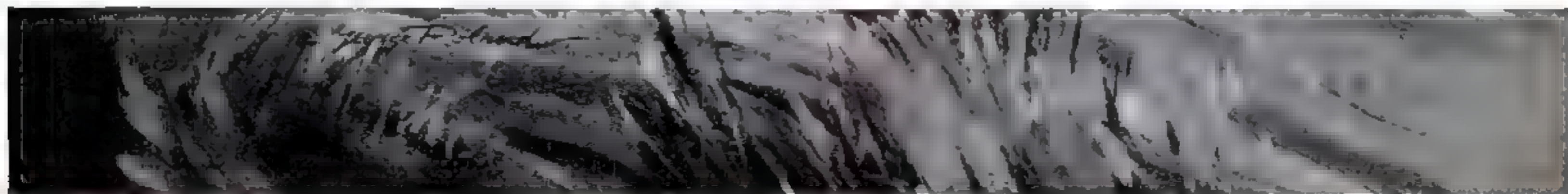
Trucks when this global mess is cleaned up. In the meantime, let Autocar's Factory Branches help you keep your pledge to the U. S. Truck Conservation Corps.



AUTOCAR

MANUFACTURED IN ARDMORE, PA.
SERVICED BY FACTORY BRANCHES FROM COAST TO COAST

Buy More Bonds for Victory



The secret of a
Real Walking Shoe

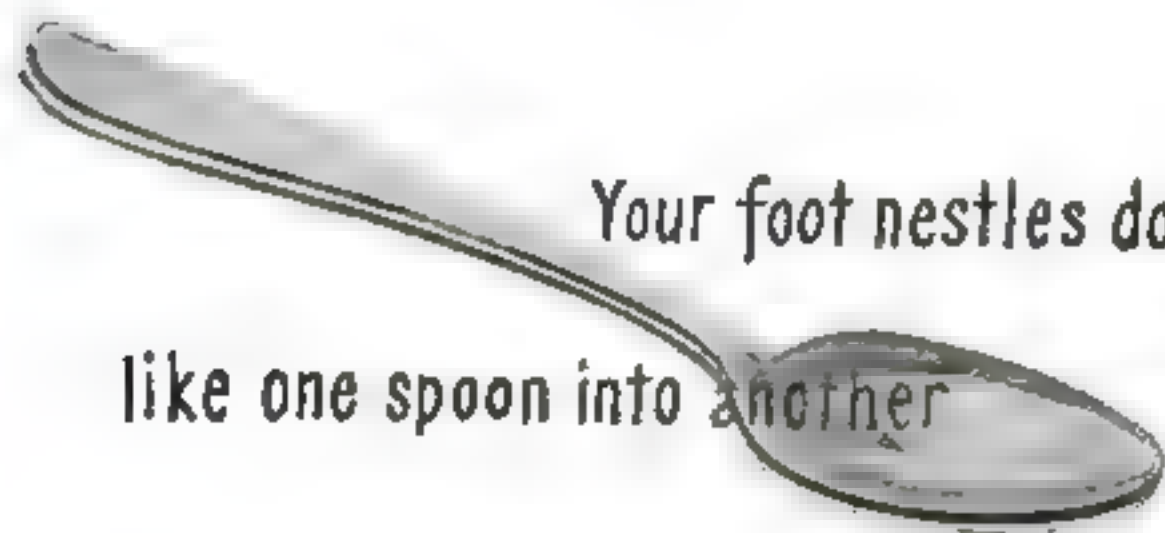
lies inside



in Matrix it's that moulded inside sole...



"Your footprint in leather" *



Your foot nestles down into it

like one spoon into another

Most styles \$9.95 to \$12.95 (Genuine Reptiles—higher)

COPYRIGHT E. P. REED & COMPANY, ROCHESTER, N. Y.

• REG. U. S. PAT. OFF., E. P. REED & CO.

"Cinderella" (continued)



PRINCE DASHES THROUGH PALACE TO TAKE CINDERELLA TO THE KING



SHE IS FRIGHTENED, BUT HE SAYS "CHILD, HOW BEAUTIFUL YOU ARE!"



WITH CEREMONY THEY ARE MARRIED AND LIVE HAPPILY EVER AFTER



"Best CROP I got, mister — them stumps!"

THE SOUTH has a unique industry—thousands of acres of logged-off pine lands are "in production". . .

At the "University of Petroleum," Shell's research laboratories, they got from petroleum a special "extraction solvent" which turns pine stump waste into wealth.

Long an eye-sore, the stumps were dried out and decaying. Yet their resinous hearts . . . "aged in the wood" 8 to 15 years . . . are the richest source of pine oil, rosin, and turpentine.

At a processing plant, a hungry "hog" — an iron monster of slashing knives and champing jaws—tears and grinds the stumps to splinters. In a sealed tank, Shell's solvent

neatly extracts the resinous materials from the shredded chips. The solvent is "boiled off" to be used again—its low, narrow boiling range is the key to the process. Then, in turn, the turpentine and pine oil are boiled off and recovered. What's left is rosin . . .

And manufacturers of medicines, disinfectants, insecticides, paints, and special-purpose soaps have a new, abundant supply of invaluable materials. (Synthetic camphor is one

product resulting—it broke the Jap monopoly!)

Practically every advance of Shell Research now goes to the war factories or war fronts: 100 octane aviation gasoline, first produced in commercial quantities by Shell; butadiene, for synthetic rubber, first regularly supplied in quantity to our rubber manufacturers by Shell; nitration grade toluene for TNT—Shell was first to get it from petroleum.

Tomorrow, new products—growing from Shell "firsts"—will be at your everyday service.



First oil refinery to win the Army-Navy "E"—Shell's Wood River Refinery

SHELL RESEARCH — Sword of Today
Plowshare of Tomorrow

from Chungking to Kalinin

... without ever leaving
the United States!

"So you think a round-the-world trip is out of the question these days?" queries a friend. "You don't know how well you are!" I made a complete tour of the world—in one day—and I wasn't on any secret mission, either! The answer is, I did it in New York City! One of the high-spots was the 600-year-old play I saw in New York City's Chinatown. I'm sorry I didn't have the necessary time or the stamina to stay for the entire eight hours this Chinese classic ran.



"I started my tour with an early-morning visit to Washington Square's famous art market, where paintings are sold outdoors like vegetables! You have to look twice to realize you're not in the Paris that was."



3 "Next stop—the Near East, via a curio store in the Syrian section. Lots of fancy brass and harem atmosphere... followed by superb Canadian Club old-fashioneds and lunch in a Syrian restaurant."



4 "On to a Polish war-relief festival, and there I saw a couple of Polish pitter bugs do a stag that dates back to the time of William the Great. I guess there really isn't anything new under the sun!"



5 "Evening—and I started out from Sutton Place in aansom cab that might have sprung from Dickens' London Street lanes. And for the evening was perfect!"



6 "So to the final treat of all—a Canadian Club highball *à la russe*. You're right—Canadian Club's flavor does speak all languages!"

Because its unique, delightful flavor pleases all tastes, Canadian Club is esteemed (though, today, not always available) the world around. Light as Scotch, rich as rye, satisfying as bourbon, it's perfect for cocktails before dinner—and tall ones after.

The distillery is now making war alcohol instead of whisky, so the available supply of Canadian Club is extremely limited.

Always buy just your war materials and settle the right way and you may not find your dealer's popular inventory stock.

Many Canadian Club fans are voluntarily rationing themselves by making two bottles go the length of three.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club

Distilled and bottled at Walkerville, Canada • Imported by Hiram Walker & Sons Inc., Peoria, Ill.
Blended Canadian Whisky, 90.4 proof





THE NEW ENGLAND HURRICANE OF 1938 HERE SWEEPS INTO THE TOWN OF EAST HAMPTON, CONN. THIS FREAK STORM COST 453 LIVES, DESTROYED \$500,000,000 IN PROPERTY

WEATHER

IT IS THE MOST VIOLENT VARIABLE IN MAN'S PLANS AND ENTERPRISES

People are never able to count on the weather. To the weather, even men in the shelter of cities must fit their plans for work and play, for clothing, food and travel. Directly or indirectly, it is the ruling variable in all of man's enterprises, from selling newspapers to the generation of electric power. It makes arming, the occupation of 65% of the world's population, the most critically speculative enterprise of all.

The weather is intrinsically neither good nor bad. In its extremes of violence, men and their material wealth are incidentally destroyed. Human life is itself an equally incidental consequence of the 16 000,000 tons of rain and snow that fall upon the earth's surface every second. Abrupt changes in the mood of weather are an incalculable stimulus to the energy of civilization in the temperate latitudes. All that man

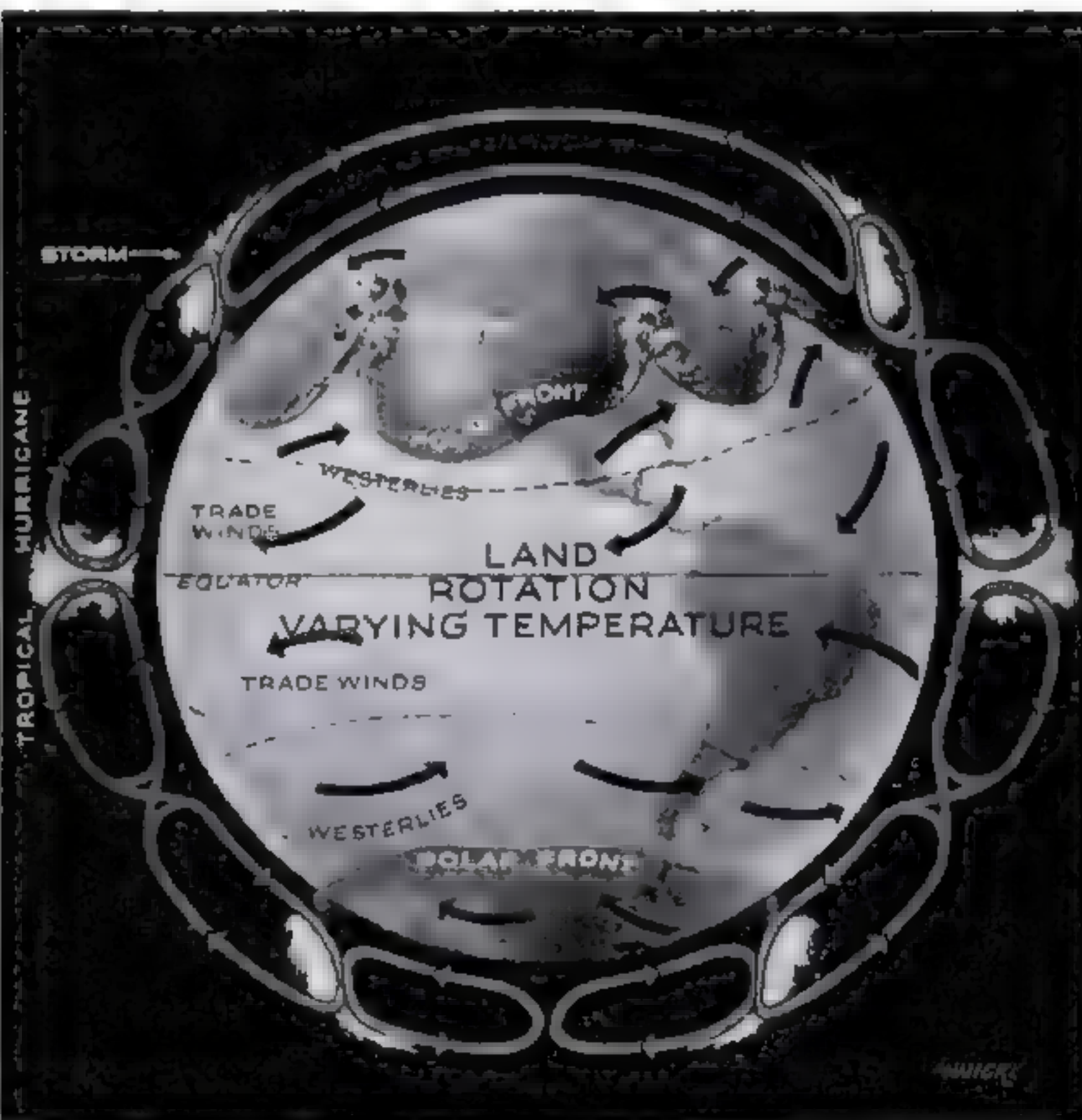
can ask is to know a little in advance what the weather is going to do.

In the past generation the science of weather has come a long way toward making the weather make sense. Its new picture of the weather, shown on following pages, is based on the frontal and air-mass theory first projected in World War I. It works so well that the weather has become a military secret.



VERTICAL CIRCULATION of the air from warm ground to cold stratosphere is diagrammed. Warmed by contact with uniformly heated surface, air expands and floats upward. As it rises the air cools and its moisture condenses into clouds. Cooled in the stratosphere, the air contracts and sinks again to earth. This circulation resembles boiling of water.

CIRCULATION NORTH AND SOUTH along the meridians is induced by difference in temperature between equator and poles. Air moving aloft at tropics is drawn north and south into voids created by downdraft over poles. From poles the cool, heavy air floods back again along ground into void created by updraft in tropics. Poles are colder than tropics because of sun's low elevation in sky.



CIRCULATION ZONES and separate air masses are created by the friction and centrifugal force which is set up by rotation of the earth. North and south circulation resolves into easterly and westerly winds. A new process of cloud formation appears in this system. Warm moist tropical air, in contact with cold polar air, rises and its moisture condenses.

LAND AND SEA MASSES disrupt symmetry of circulation (*left*). Northern continental interiors retain less of sun's heat than oceans. North polar air mass is displaced off center over Asia and floods far southward over land. Polar-front cloud manufacture is localized in eastbound storm waves generated in ebb and flow of polar air mass. Note south polar air mass retains symmetry of circulation (*left*).

THE AIR

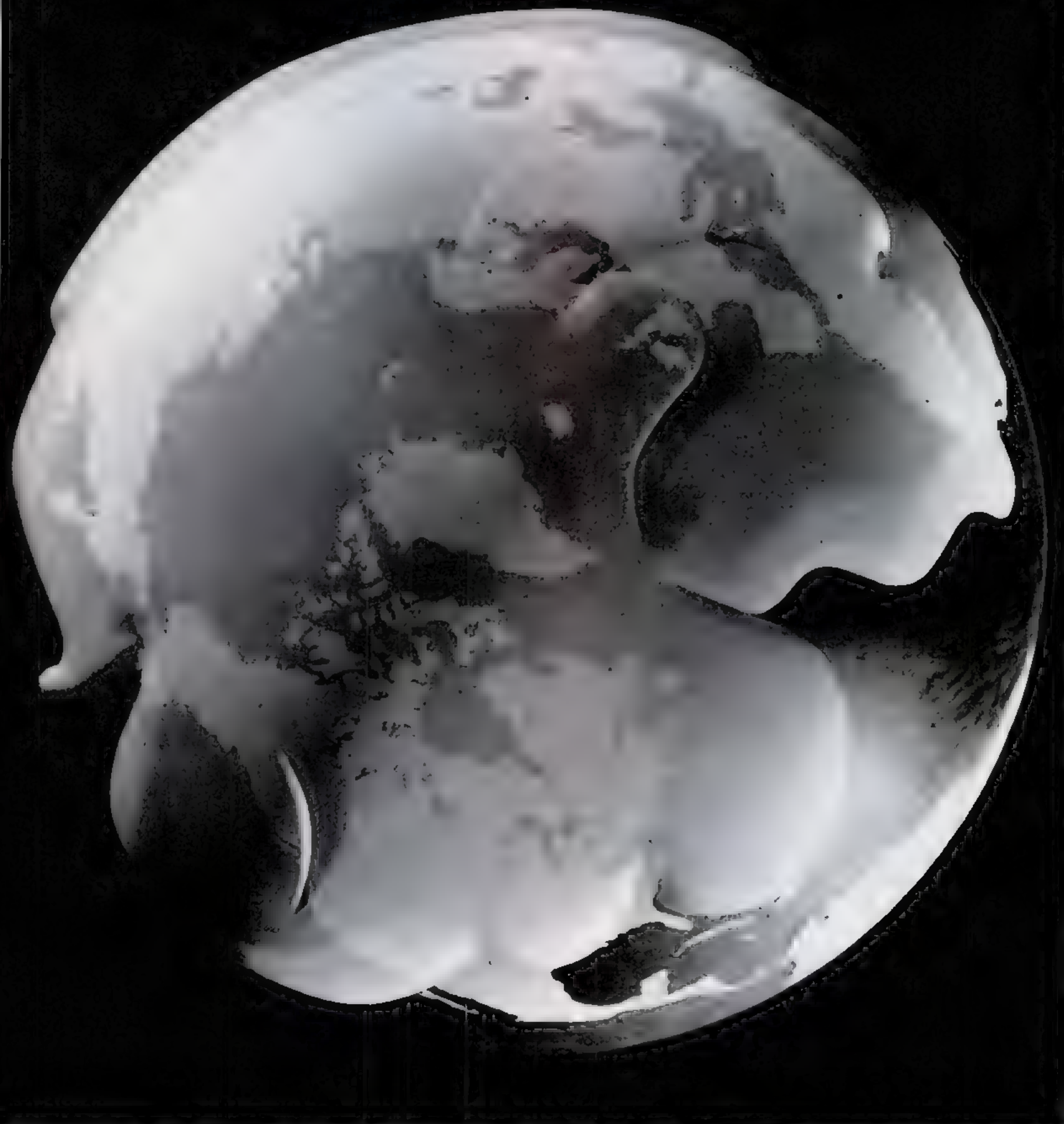
Sun's energy keeps it moving in an endless circulation cycle

There is no such thing as purely local weather. The forces that generate a storm over Hartford, Conn. are geared to the weather at same moment over Seattle, Verkhoyansk, Lhasa, Capetown, London. The weather at these and all other points on the globe is manufactured in the constant orderly turmoil of a vast cycle of circulation which embraces the whole atmosphere.

As a 5,633,000,000,000,000-ton atmospheric whole,

the air behaves very much as it does in a heated room. When warmed, by either sun or radiator, it expands, grows lighter and floats upward. Cooling air contracts, grows heavy and sinks downward. Warm air can contain more moisture than cool air. When warm air rises, as up a mountainside or a cooler mass of air, it expands and cools and its moisture condenses into clouds.

Primary force in circulation of the atmosphere and



NORTH POLAR AIR MASS is the "weather cap" of northern hemisphere. It is here shown in a Norman Bel Geddes model, as of a stormy day in early spring. Greenland is in center with North America directly below it and Britain and Europe to the upper right. The overlapping arcs represent the polar front and where scallops meet storm areas occur—i.e. Bering Strait,

mid-Texas, the U. S. East Coast, the mid-Atlantic, North Africa, all moving in a counter-clockwise direction. Storms begin as shallow wave like the one over Texas, deepen into vortices like the storms over the U. S. East Coast and Atlantic, finally go aloft like the storms behind the front over Scandinavia. Cold pole of the world is at Verkhoyansk, eastern Siberia.

the manufacture of weather is the heat of the sun (see charts 1 and 2, above, left), which sets the air in motion—upward at the tropics, on to the poles, downward from the poles along the ground to the tropics again. Under the influence of the earth's rotation (No. 3,) and physical geography (No. 4.), the atmosphere and the polar-heat circulation cycle break down into separate air masses and zones of circulation. These separate air

masses assume the character of their regions and tend to differ in quality.

The simple and obvious fact that the atmosphere is thus made up of different kinds of air is the central concept of the air-mass theory of weather. The air overlying the northern land masses of the northern hemisphere (where live approximately 85% of the world's population) is cold and dry compared to the warm

moist air over the tropical oceans in the same hemisphere. At their boundary, the polar front, these contrasting air masses meet in ceaseless conflict. Advancing and retreating with the seasons, the polar front surges with long rippling waves that travel, always from west to east, for thousands of miles along its length. These waves are the storms which bring the "bad" weather and most of the clouds of the temperate zone.

CLOUDS

Each type has its place in polar-front storm pattern

Clouds are faint winds in the chill upper air, towering updrafts of air from the hot ground, gales crossing mountaintops, ragged remnants of winds that have died, layers of stagnant warm air overlying a stratum of cool air—all made visible by droplets of water that the air always carries with it. Most of the air's burden of water is in the invisible state of vapor, broken down into its infinitesimal molecules. Change in temperature or pressure brings condensation of the molecules into droplets, still infinitesimal but visible because they reflect light. With further cooling, the droplets condense into raindrops or freeze into hailstones, snowflakes freeze directly from vapor, and precipitate to earth. Clouds are thus the chief vehicle of weather. Clouds are also the chief visible portents of weather to come.

Sailors and farmers who watch the sky have long predicted weather by the clouds. The high-altitude, icy crystal flakes, *spiral, spiral, spin*, are familiar emissaries of stormy weather and have been called "rain tomorrow" clouds. *Mares' tails* are no more common. They are an integral part of the vast system of clouds which is the *subboard front*, a storm of the temperate latitudes.

In the color photographs on the next two pages the major cloud types of the storm system are shown in the sequence in which they appear in the passage of a storm. On the first page are shown the clouds of the warm front side of the storm; on second those of the cold front. A Norman Bel Geddes sketch on pages 90-97 shows how these clouds fit together in the system.

MAN-MADE CLOUDS are these "condensation trails" which mark the flight of high-altitude planes. Water vapor in air is

condensed by supercooling in turbulence set up by the propeller tips. These clouds belong technically to the cirrus family.

BANNER CLOUDS HERE DECORATE THE PEAKS OF WYOMING'S TETON RANGE. THEY ARE FORMED BY THE CONDENSATION OF MOISTURE FROM AIR RISING OVER THE MOUNTAINTOPS.





HIGH-ALTITUDE CIRRUS CLOUDS are "messengers" of the warm front. At 20,000 to 40,000 feet, these clouds are microscopic crystals of ice. They arrive first as feathery trails, gather into overcast.



THIN CIRROSTRATUS OVERCAST, suffused with the pinkish-lavender light of dawn, is 20,000 ft. or higher. As soon as clouds sky it will have no snow, rain, or ice on ground.



THICK STRATOCUMULUS OVERCAST, here touched with golden-red light of setting sun, brings cooling down below 6,500 feet. These clouds merge into continuous sheet.

RAIN FALLS IN WEST COAST VALLEY FROM NIMBOSTRATUS OVERCAST. MOUNTAINS BLOCK EASTWARD PROGRESS OF STORM. IN FLAT COUNTRY RAIN DECK IS HIGHER ABOVE GROUND





SQUALLY COLD FRONT, defined by sharp boundary of clouds, closes in swiftly on rocky coast. These clouds bring gusty bursts of rain. Piled on top are thunderheads.



CUMULONIMBUS THUNDERCLOUD can be seen from anvil head to rainbow touching its rain torrent at ground. Anvil, at 12,000 ft., towers upward about a mile and a half from bottom of cloud.



THUNDERCLOUD FROM UNDERNEATH is darker than warm front overcast, because light is absorbed. At wind-torn edge of clouds, shafts of sunlight gleam in falling rain.



COLD FRONT CEILING seen from below after storm can be traced from altocumulus clouds, overhead at 15,000 feet, down to thunderheads pouring over the horizon. The landscape is a cold, dry mess.

LOW-FLYING CUMULUS CLOUDS OF FINE WEATHER MARCH ACROSS LANDSCAPE. OVER SUN-BAKED GROUND THEY MAY GATHER INTO SMALL-SCALE THUNDERHEADS AND SHED RAIN.





RAGGED, SCUDDING SQUALL CLOUDS fly at low altitude across airfield marking passage of the cold front. This is worst kind of weather for flying, and pilots are careful to avoid it. Tor-

nado (below) is a tight updraft, spinning counterclockwise and associated with large storm systems. Tornadoes build up over flat open prairies and oceans, where they appear as waterspouts.

TORNADO, HERE SEEN IN PROFILE, CUTS A 50-FT. SWATH ACROSS MINNESOTA FARMLAND. BUILDINGS IN THE PATH OF A TORNADO ARE EXPLODED BY LOW PRESSURE IN THE VORTEX





STORM

Model shows its over-all look

Here portrayed is a storm of the temperate zone with its center over Kentucky. It is a huge cloud continent, reaching 1,500 miles from its western extreme over the Texas panhandle to the Atlantic Ocean and 1,200 miles from lower Mississippi to the Great Lakes. From the ground it towers into the upper limits of the air

itself into the stratosphere. The vertical scale in this Norman Bel Geddes model has been exaggerated 20 times to bring out details. In its vastness and in the clearly defined organization of its component clouds this storm is typical of all the storms that progress from west to east along the polar front.



This particular storm is a mature polar-front wave whose two arms have embraced and undercut a long, twisting spiral of warm maritime air. Here, the warm air mass fills the foreground and is defined by the white clouds which lie entirely within it and have been condensed by the rise of air mass over polar front. It is

from these warm air-mass clouds the storm's precipitation falls. Within the polar air mass, which floods over the land below and behind the warm air mass, are the dark clouds (*background*).

The eastern arm of the wave at the right is the warm front side of the storm. Its clouds are the flat, strati-

fied clouds which are shown in color on page 93. The western arm at left is the cold front, which bears the squall clouds and thunderheads shown in color on page 94. Behind the cold front, in the cold air mass, are the fleecy cumulus clouds of fine weather. For picture breakdown of the storm's components, see next page.

STORM'S DETAILS

Components are revealed in series of cross-sections

The storm which you have seen on the two preceding pages is here taken apart and analyzed in the detail of its dynamic architecture. In the picture below, keyed to identify its components, the storm is shown again in its entirety. At right the storm is shown in successive cross-sections from south to north, stripped off at Asheville (1), at Lexington, Ky. (2), and at Buffalo (3). Each of these pictures shows detail that is concealed in the one before.

Thus typical early spring storm began in Texas as a ripple in the polar front two days before it gathered to the full stature and elaborate development shown here. One day later it crossed the northeastern coast to blow itself out over the North Atlantic. On the globe on page 91 you can see this storm at its height as two overlapping arcs over the eastern U. S.

In its passage it affected the lives of 105,000,000 people. Planes were grounded against danger of icing in the alto- and nimbo-stratus cloud decks of the warm front. Early darkness and late daylight put an extra load on powerhouses. Traffic slowed and snarled in cities. Farmland soaked up moisture but lost tons of topsoil to muddy freshets. To the middle South, the storm brought a hint of spring. Farther north, it seemed an unwarranted prolongation of winter.

At the moment in which the storm is portrayed, the polar front has buckled, yielding to deep penetration by the maritime air mass. The warm moist air of the Gulf and Caribbean has pushed all the way to Lexington, Ky., at the apex of the storm where the cold and warm fronts meet at the ground. Here on the steep face of the cold front, the maritime air has exploded upward into towering anvil-headed cumulonimbus clouds. Beyond Lexington, the cold and warm fronts are occluded: i. e., their junction occurs high off the ground in a wide trough to the roof of the polar air mass (3). On the slanting face of the warm front and in the trough, maritime air-mass moisture is condensed in smooth cloud strata.

On a broad belt, from Asheville through Lexington into Ontario, the flat warm front-cloud system

is precipitating variously in rain, sleet and snow. This is the region of the storm's heaviest and most prolonged impact. A much smaller center of violence is west of Lexington, where towering cold front clouds, reverberating with the spring's first thunderstorm, are unleashing squally torrents of rain.

Below Lexington the storm has merely clouded the skies of the Gulf States, bringing intermittent showers (below). North and east of the region of precipitation, on a curving arc from Duluth, through Moose Factory on James Bay, Quebec and Boston the storm appears as a high mky overcast or a tracery of mare's tail cirrus clouds. Behind the cold front, in the Mississippi Valley, cumulus clouds of fine weather parade across the polar air-mass skies.

Too vast to be seen from any one point within the earth's atmosphere, a storm presents varied aspects to the broad stretches of landscape in its path. The over-all plan can be deduced, however, if watch is kept for several days on its eastward progress.

In Lexington, first sign of this storm's coming was the outer fringe of cirrus mare's tails. These gave way to a high altitude overcast in which the sun was hidden. As the ceiling lowered the wind veered from the northeast to southeast. The rain brought a rising temperature, signifying the arrival overhead of the maritime air mass. Passage of the cold front, with its massive cumulonimbus clouds, brought the rain to a sudden squally, thunderous stop. The wind swung around to the west, the skies cleared and the cold polar air mass flooded again into the city.

South of storm's center at Asheville, the warm front ceiling came over at a lower altitude. Rain was followed by a brief interval of warm, humid weather brought by the maritime air mass. A milder passage of the cold front then heralded the arrival of polar air and fair weather. Buffalo on the north stayed in cold air throughout storm and got its sleet storm from the trough overhead in the polar air mass roof. Here, through passage of the storm, the wind wheeled around north side of the compass, from east to west.

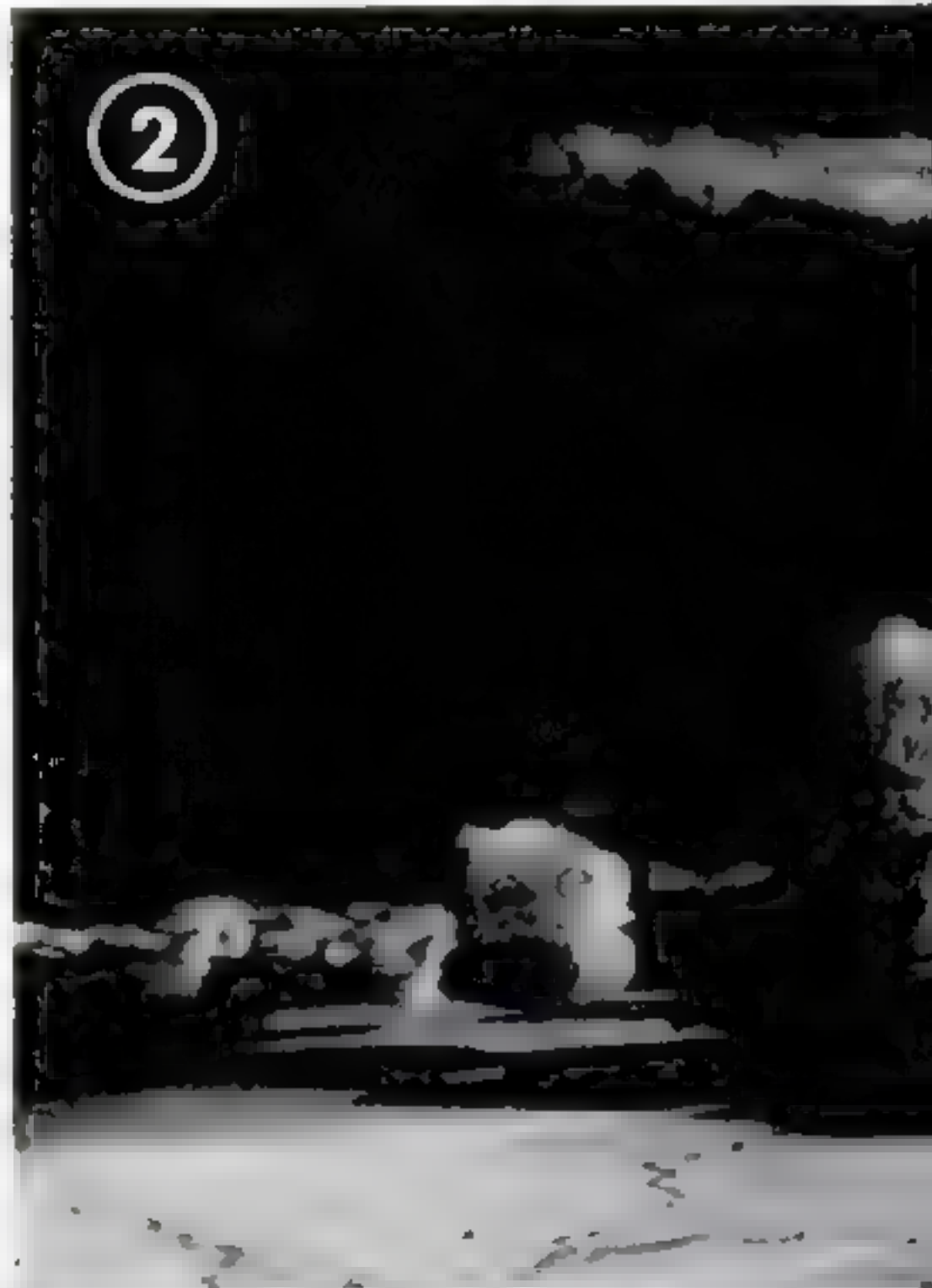


COMPONENTS OF STORM are keyed in this picture. Southwest winds curving northward in warm air and northeast winds curving southward in cold air give the storm a counter-

clockwise or cyclonic twist. Frontal storms are, therefore, called cyclones. Warm air mass overlies the Gulf Coast and Florida most of year, giving region its subtropical climate.

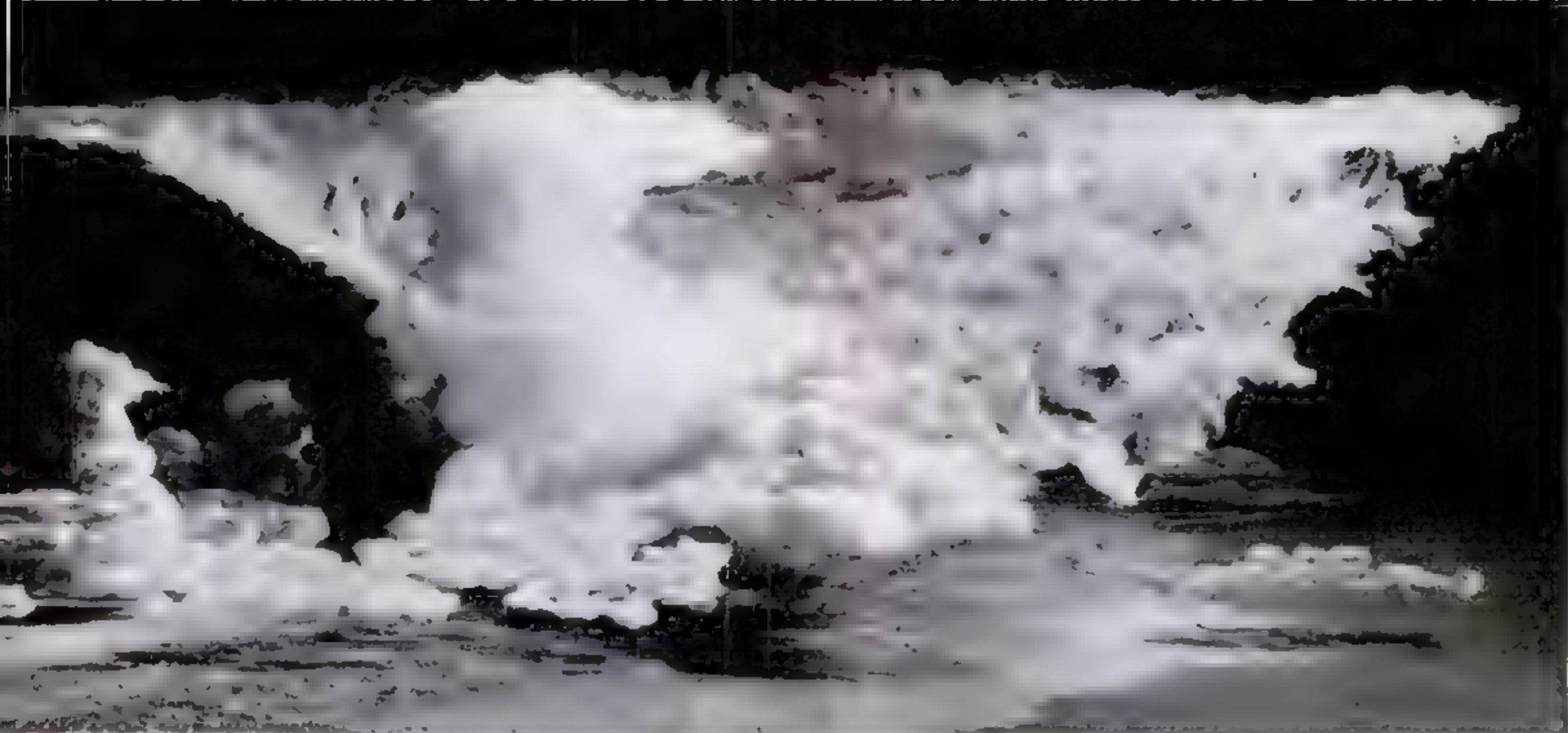


THE DARK SHADOW UNDER THE FOOT OF WARM FRONT (CENTER)

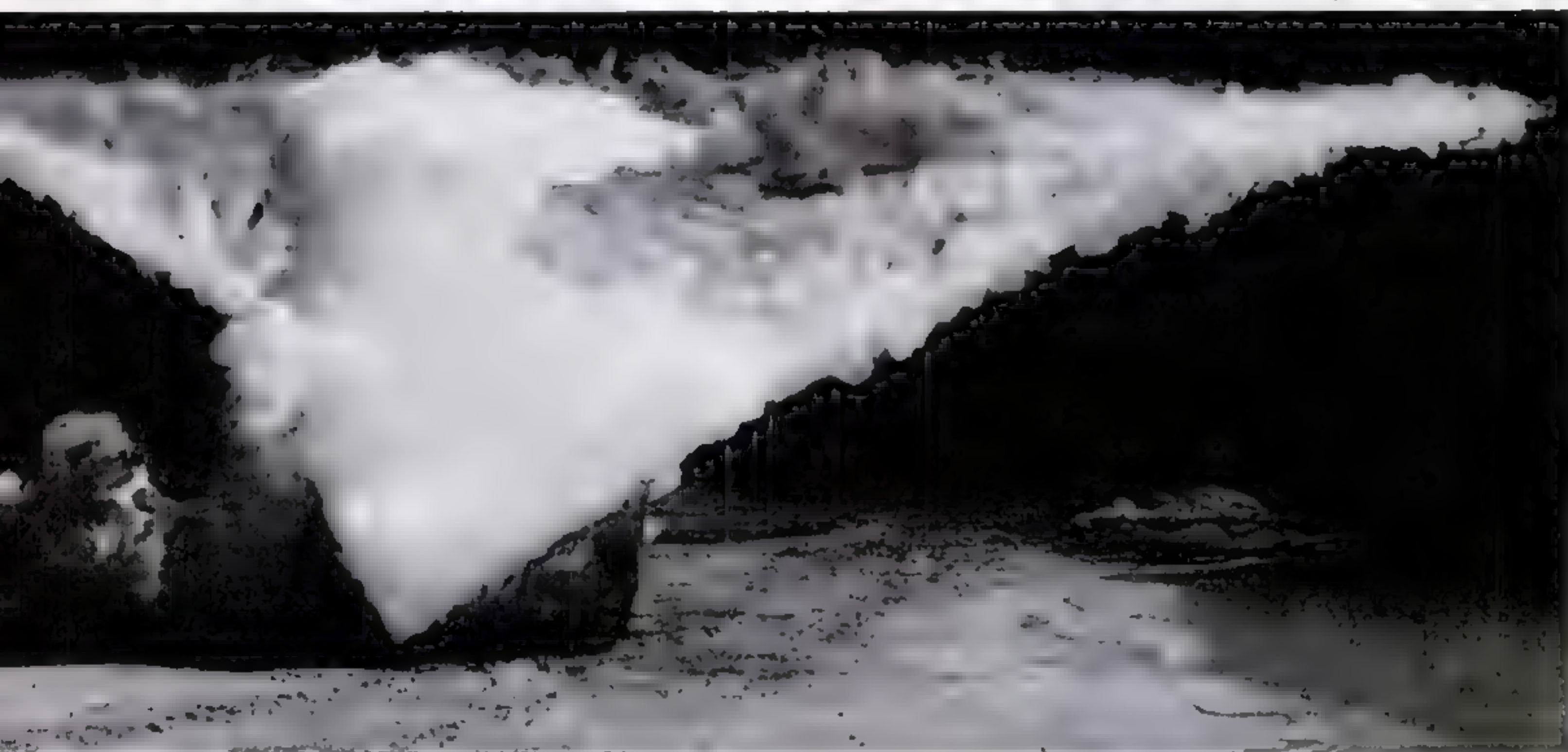


SINGLE THUNDERHEAD OF COLD FRONT IN THIS MODEL REPRESENTS





DEFINES THE AREA INTO WHICH RAIN IS FALLING FROM THE WHITE WARM-AIR CLOUDS. SWELLING CUMULUS, TOWERING CLOUDS IN THE COLD AIR (LEFT), ALSO ARE BRINGING RAINS



A SERIES OF SUCH CLOUDS DURING AN ACTUAL STORM. THE WARM AIR CLOUDS LYING IN TROUGH OF OCCLUSION (BELOW) PRODUCE THE OVERCAST FROM BOSTON TO DULUTH



WEATHER (continued)



BATTLE OF THE BISMARCK SEA began with spotting of Jap convoy by U.S. patrol bomber. Convoy had timed departure from Rabaul to get under shelter of hurricane moving north.

WEATHER PLAYS A PART IN WAR

Ships and planes attack in cover of clouds

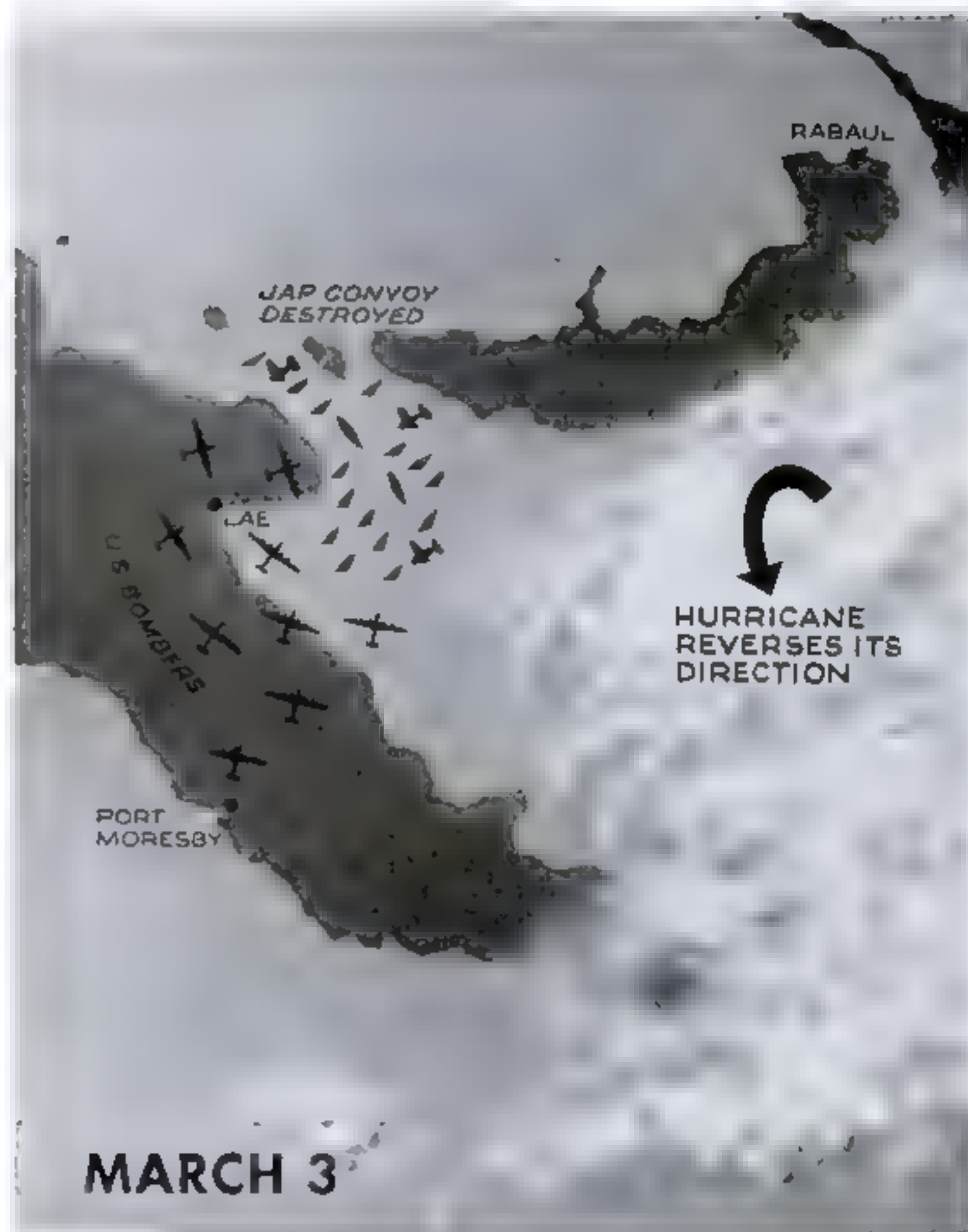
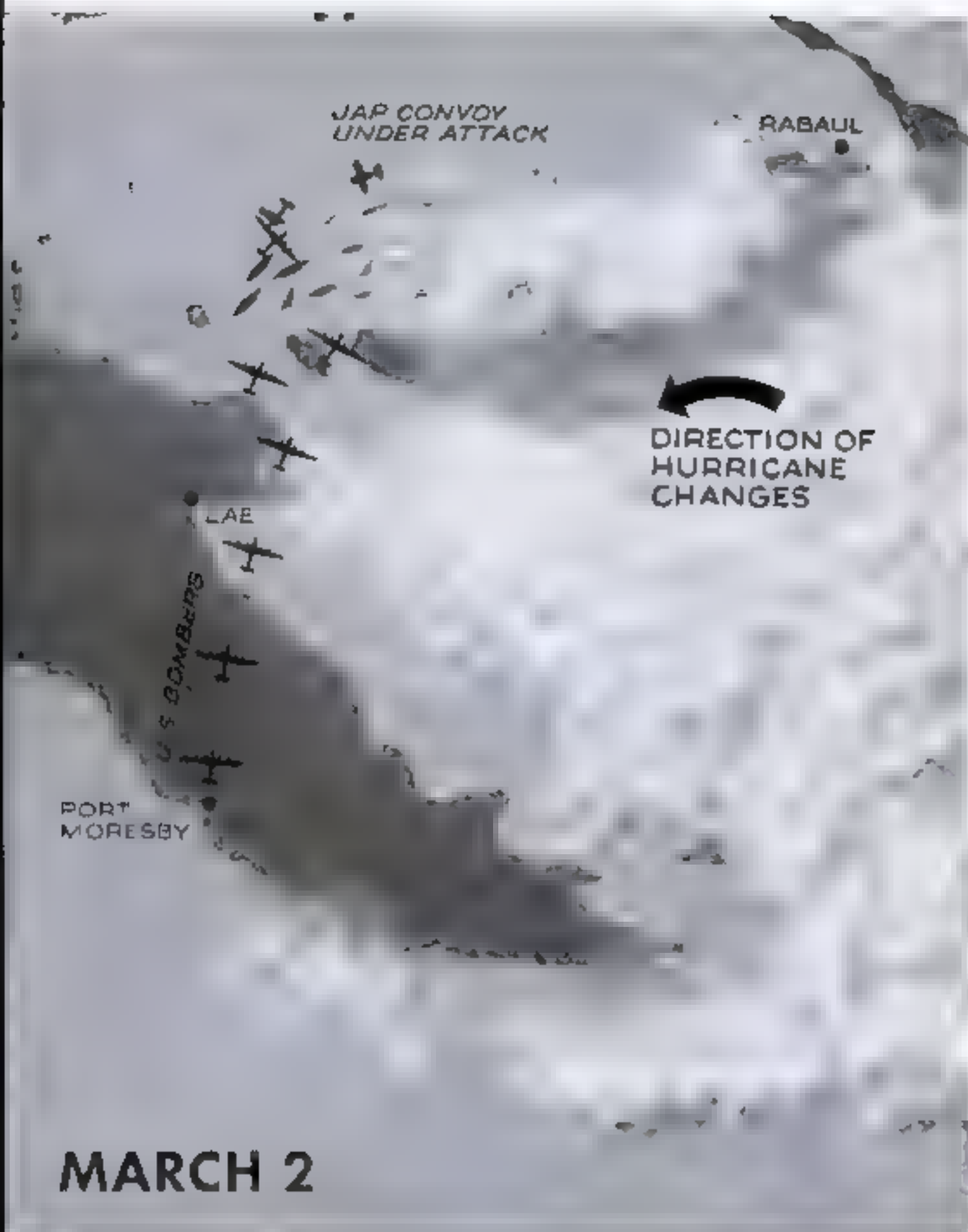
IN TOKYO RAID, U. S. S. *Hornet* was detected at edge of cold front, had to launch Doolittle planes 800 miles offshore at a headwind. Planes found shelter from coming storm over China.



OVER TUNISIA a flight of German Stukas and Messerschmitt fighter escorts here make orthodox use of cloud shelter in approach on an Allied strong point. U.S. interceptors hide under clouds.



STUKAS ARE AMBUSHED by P-40's as they dive through clouds. German escort, expecting to find U.S. planes above clouds, continue hunt. Sketches are based on an actual engagement.



HURRICANE SWINGS TO WEST, upsetting calculations of Jap meteorologists who expected it to go farther north. U. S. bombers close in for first heavy attacks, sinking five of 15 Jap transports.

JAP CONVOY IS EXPOSED to destruction by U. S. bombers as hurricane cover sweeps to south following counterclockwise course. The convoy, headed for Lae, carried crucial reinforcements.

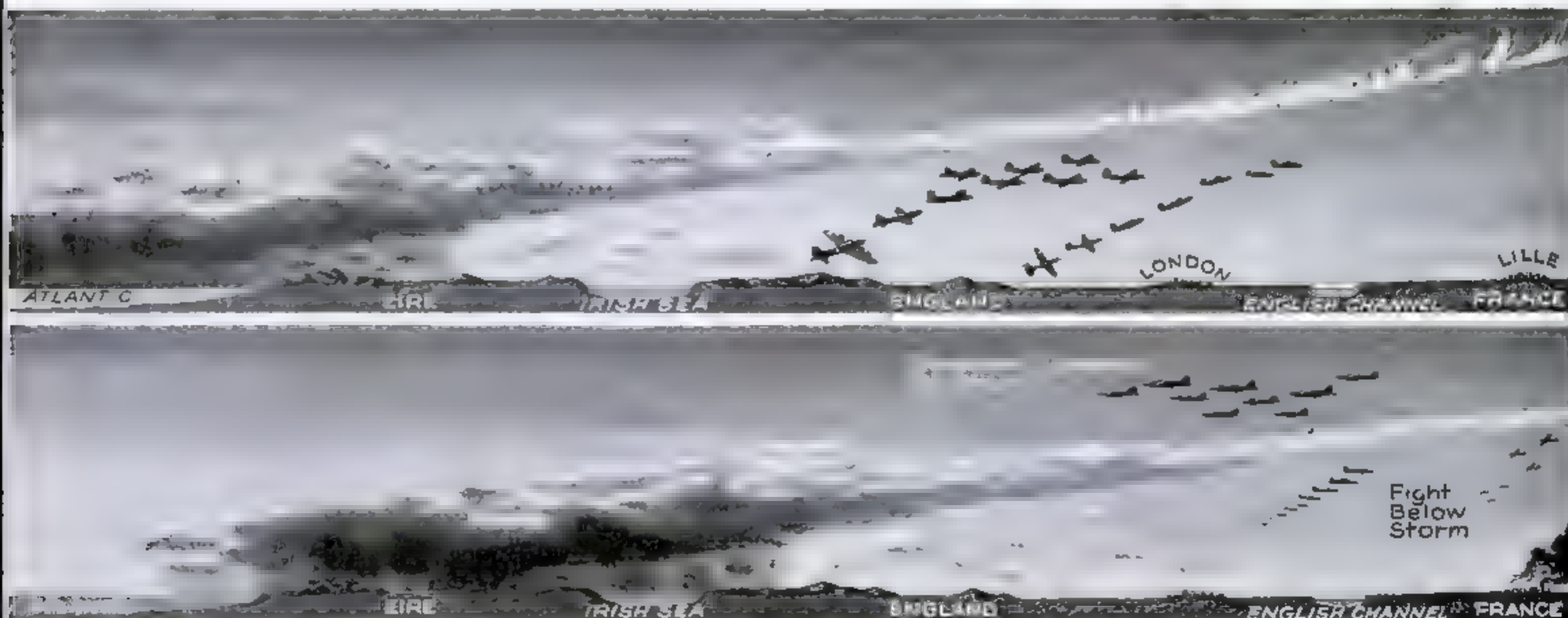
For good reason, the weather is a military secret. The sailing of convoys, the timing of landings, the air raids and transoceanic naval campaigns of this war are planned to follow the world routes and timetables of frontal storms and tropical hurricanes. Long-range forecasting techniques, based on the new understanding of the weather's mechanics, have made weather a calculable factor in strategy.

A classic example of the coordination of tactics to weather is the Lille raid by the U. S. Eighth Air Force

as shown at right below. Such precise timing of action and storm is made possible by Allied control of the source region of Europe's weather—Greenland and the Arctic Ocean. In the North Pacific the Japs, with better information, have the advantage and are able to advance eastward in the shelter of an eastbound storm. U. S. forces, going the other way as on the Tokyo raid (top, opposite), must sail through and out of their storm shelter.

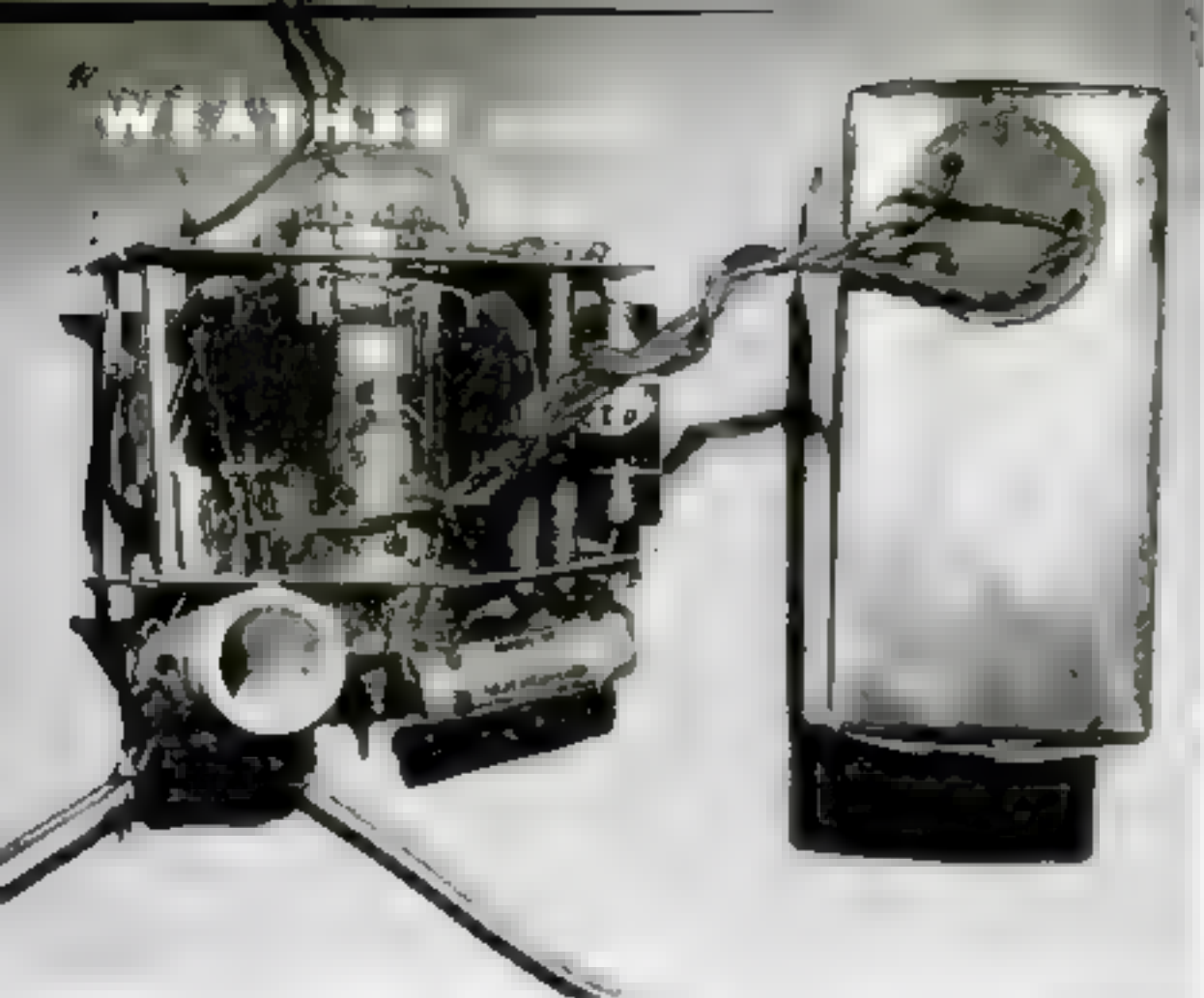
The weather in the Southwest Pacific is a different

story. Tropical hurricanes of this region are freakish, much less predictable. They gather in the horse latitudes, between 20° and 30° below the equator, at the center of the great counterclockwise spinning wheels of the southern hemisphere trade winds and westerlies. With varying intensity and speed they move north to within 300 miles of the equator and then return. Their courses are erratic and their duration indefinite. The vagary of one such storm gave U. S. Army Air Forces the thumping victory of Bismarck Sea (above).

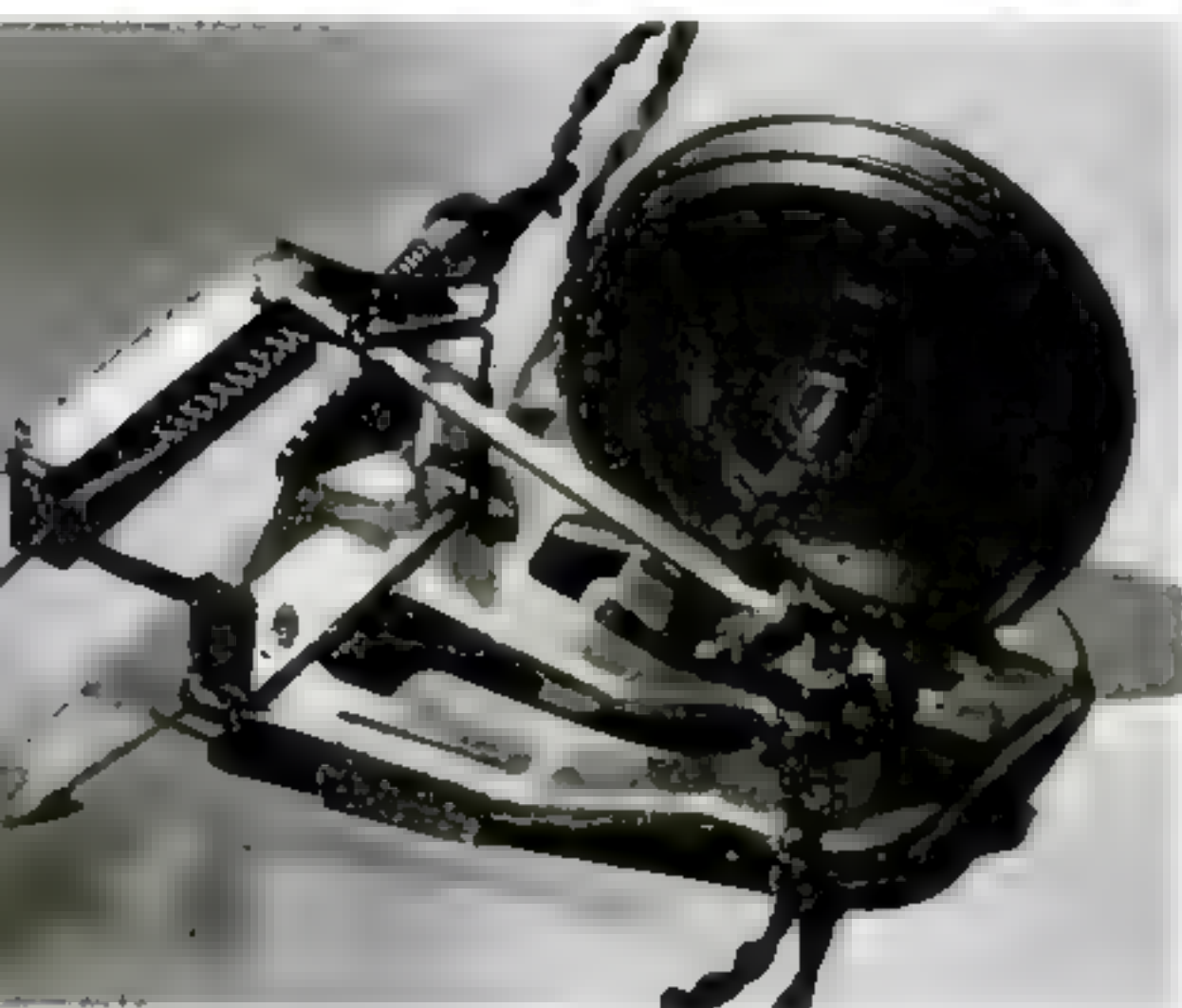


RAID ON LILLE, Oct. 9, 1942, took off from under the ceiling of a warm front, traveled ahead of storm (top). Over the target, bombardiers had perfect visibility. Returning (bottom), the bomb-

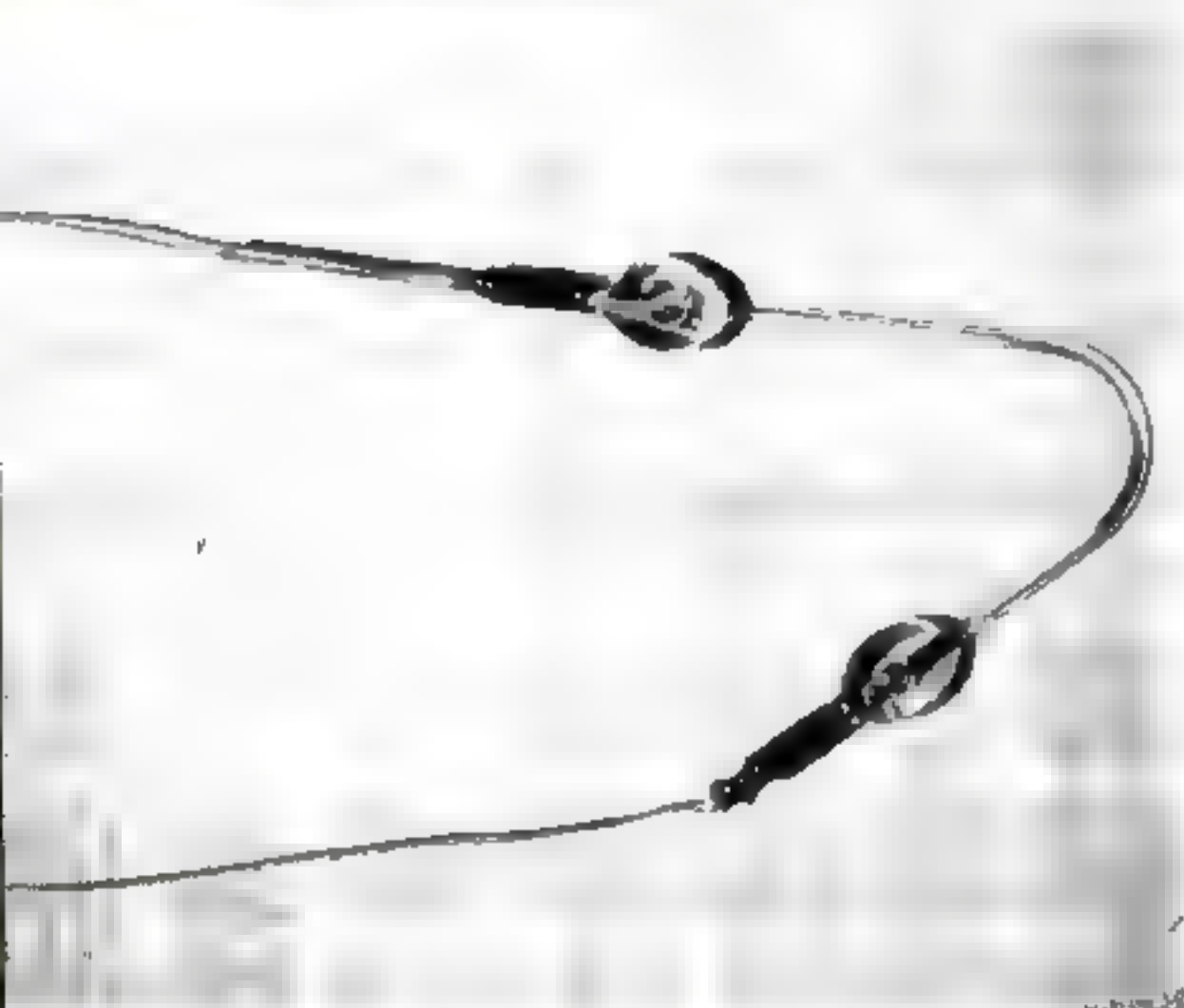
ers shook off German pursuit by flying into and above altostratus overcast, which had meanwhile moved forward with eastward advance of storm. Planes made landing just ahead of rain.



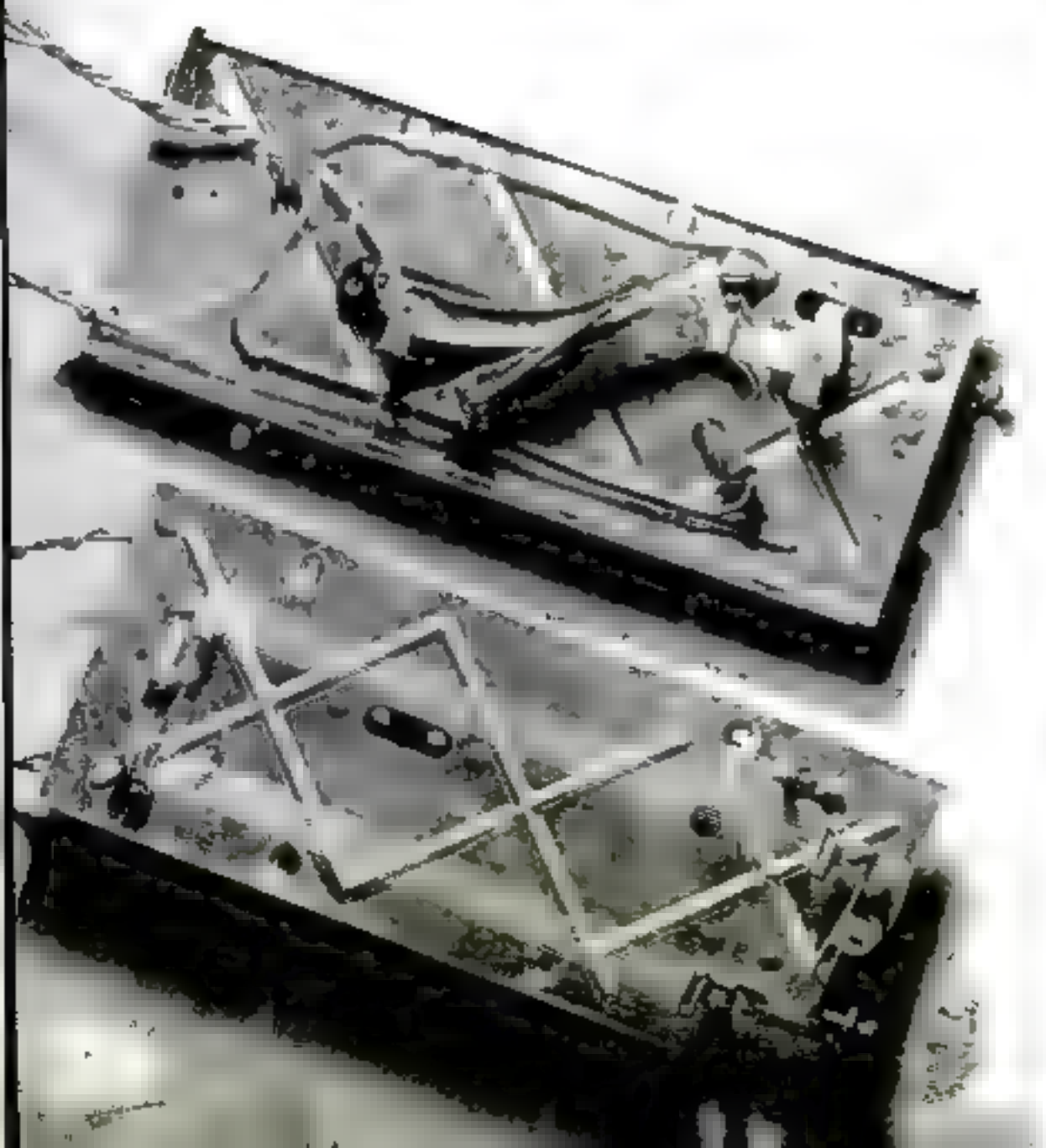
A TINY TRANSMITTER SENDS BACK THE WEATHER RECORD



A BAROMETER REGISTERS THE CHANGING AIR PRESSURE



THERMOCOUPLE ABOVE. BELOW IS A HAIR HYGROMETER



METEOROLOGY

Radiosonde climbs to stratosphere for air-mass analysis

Just 200 years ago Benjamin Franklin made the interesting discovery that one particular Philadelphia rainstorm had moved on up the coast to spill rain on New England. He deduced correctly that weather is something more than a vagary of the local atmosphere. This was the beginning of meteorology.

Benjamin Franklin's observation is the basic principle of weather prediction: by knowing where the weather was it is possible to tell where it will be. Invention of the telegraph made it possible to assemble weather observations from many points at once and thus to put the principle to practice. First synoptic weather maps were published by the Smithsonian Institution beginning in 1856.

The daily weather map turned out by the U. S. Weather Bureau until the outbreak of the war did not differ materially from the Smithsonian's early maps. It showed the same picture of the weather in terms of temperature, barometric pressure, wind, cloudiness and precipitation measurements taken at the ground. Most important feature was the pattern of isobars, the curving lines linking the points that showed the same barometric pressure. For layman and forecaster, these located the "lows" of stormy

weather and the "highs" of fair weather. This earth-bound picture was never very reliable because it ignored entirely the fact that the weather is eight miles deep.

Meteorology's third dimension was established by two Norwegians, Vilhelm and Jakob Bjerknes. During World War I, through systematic upper-air observations they proved the existence of the polar front and of separate air masses.

Techniques of air-mass analysis became standard practice just in time for this war. Currently they are being taught to hundreds of U. S. Army and Navy officer candidates. A basic instrument is the radiosonde. This is a little radio transmitter, linked to a barometer, a thermocouple and a hair hygrometer (left). Hitched to a balloon, it is carried up into the extreme reaches of the atmosphere. To a recording machine it sends back a continuous report of changes in pressure, temperature and humidity on the way up. Observation of its flight yields an estimate of the velocity and direction of winds aloft.

The weather map as traced by the radiosonde had only a brief public appearance before military security locked it up. It shows not merely highs and lows but locates the air masses and warm and cold fronts.



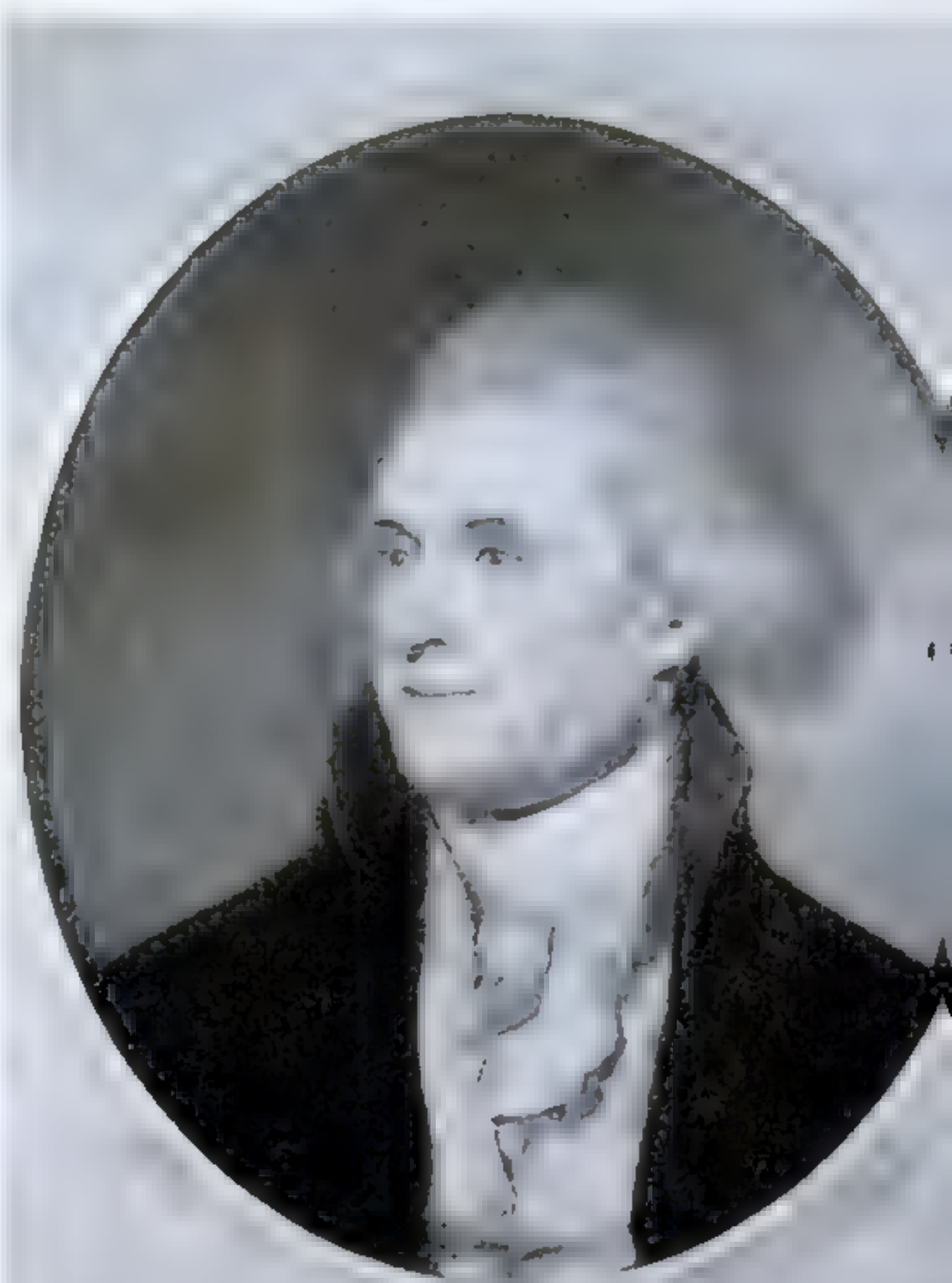
AIR FORCES CADETS study weather map of northern hemisphere in New York University's meteorology department,

headed by Professors Athelstunf Spilhaus and Gardner Emons. Opposite, cadets send radiosonde into the upper air.

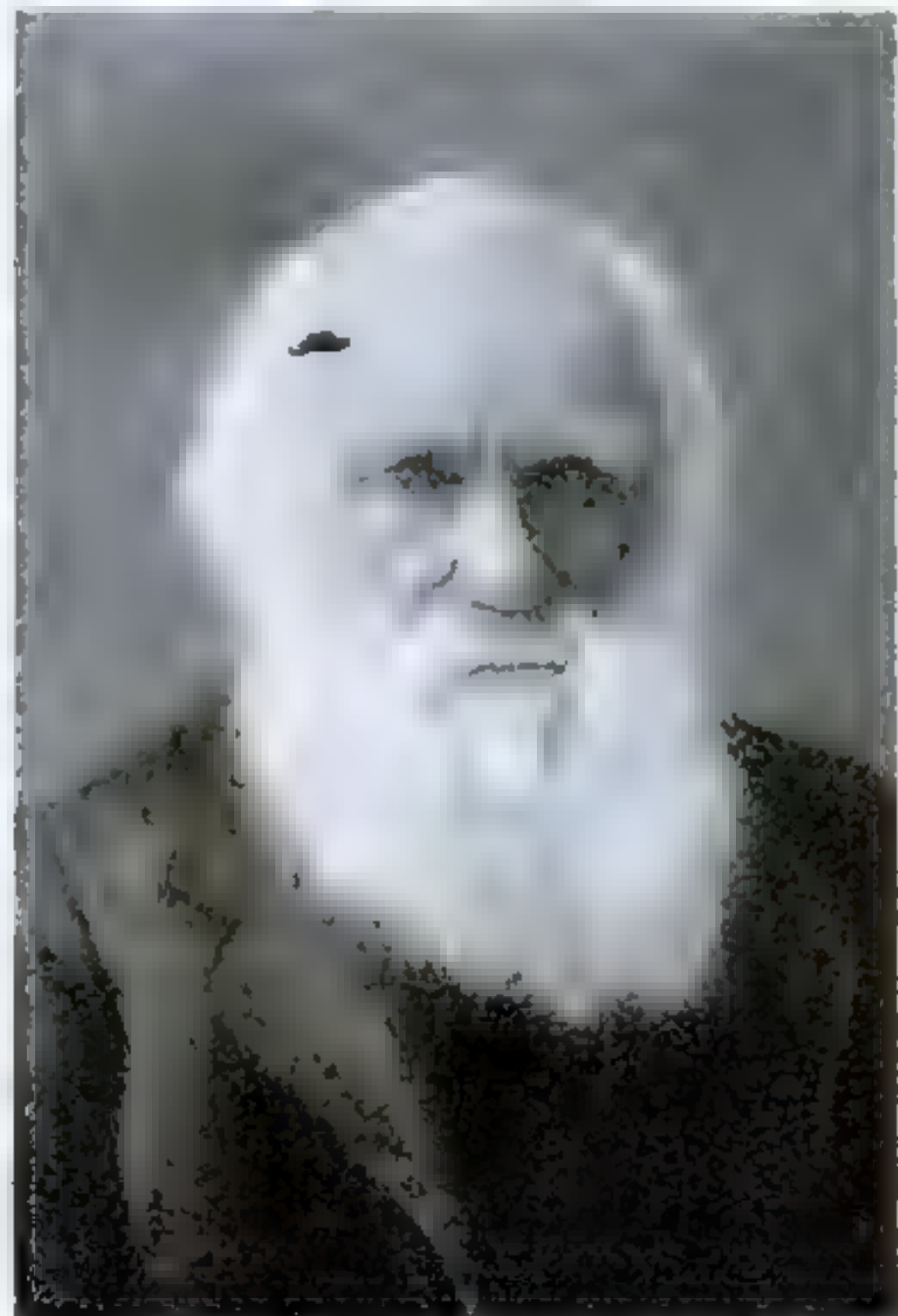




ADAM SMITH, whose *Wealth of Nations* appeared in 1776, was the father of economic freedom. He believed that if every individual is free to follow his own self-interest competing in a worldwide free market, then everybody will enjoy the highest possible standard of living. His ideas were a revolt against 18th Century mercantile system, under which trade was controlled by the Government. When Britain finally adopted his free-trade ideas, an era of expansion followed.



THOMAS JEFFERSON wrote the Declaration of Independence in 1776. His economic ideas like Smith's were directly influenced by the French Physiocrats, who believed that individual freedom depends on private property, preferably land. He feared an urban proletariat. "Those who labor in the earth are the chosen of God," said he. Later he and Franklin admitted that industry was a good thing, but he put individual liberty above everything else.



CHARLES DARWIN, with his *Origin of Species* (1859) undermined man's instinctive belief in the natural rights of the individual. Instead of natural rights there appeared to be natural laws which men, like other animals, defied at their own peril. Karl Marx's (*Capital*, 1867) also spread the notion of determinism.



HERBERT SPENCER applied Darwinism to social sciences, became the gloomy apostle of complete *laissez faire*. The government, he thought, should not even set up boards of health. His ideas were popular with late 19th Century U. S. capitalists. But they were a far cry from the ideas of Smith and Jefferson.



WILLIAM GRAHAM SUMNER of Yale was the American Spencer. When the American Economics Association proposed legislative reform in 1885 Sumner wrote *The Absurd Effort to Make the World Over*. But *laissez faire* had already begun to destroy economic freedom.

AMERICA AND THE FUTURE

I—OUR DOMESTIC ECONOMY: HOW A POLICY OF FREEDOM CAN BE VIGOROUSLY APPLIED AT HOME 1) TO ENCOURAGE MILLIONS OF ENTERPRISING MEN AND WOMEN; 2) TO STIMULATE PRODUCTIVE INVESTMENT; 3) TO ATTACK MONOPOLIES; 4) TO MAKE THE FREE MARKET FREER; AND 5) BY THESE MEANS, PLUS THE INTELLIGENT USE OF GOVERNMENT FISCAL POWER, TO MAINTAIN EMPLOYMENT

by JOHN K. JESSUP

You would think from the newspapers that America is splitting up the middle. Alf Landon tells our soldiers and sailors that when they return from fighting fascism abroad, they will find things being run by "fascist New Dealers" at home. Henry Wallace looks forward to a "glorious fight" with his political enemies, whom he, too, calls "fascists." The Hearst, McCormick and Patterson newspapers keep finding evidences of communism behind every government policy; while the so-called "liberal" press keeps finding traces of the Pope under the same beds. A prominent Argentine, lunching recently with some New York bankers, offered to bet \$1,000 that the U. S. would have a revolution within five years. He was not taken up. Are these just hot-weather alarms? Or are they the advance warnings of a new American revolution? And if a revolution, who started it, and why? What goes on?

"Revolutions" usually come at a time of national failure and defeat. Then this is a strange time for Americans to think of revolution. Our armies are systematically licking their enemies on every front. Two years ago there was much doubt, especially among the intellectuals, whether our green young army of drafted freemen would fight. The boys didn't want the war; why should they die in it? Nevertheless they are fighting.

So now the worriers have another worry. The boys put on their uniforms, yes; but will they take them off again? When the Government cancels its war orders, the depression will return, and the soldiers will find they have fought for a chance to sell apples. So won't they just take matters into their own hands and run the country the way Eisenhower and MacArthur ran the Army? In fact, say these worriers, look what Roosevelt has had to promise the soldiers already: pensions, demobilization bonuses, free training, etc. Politics, politics! To a worrier, it all adds up to the same thing: If the soldiers and the unemployed don't run the country after the war, they will bankrupt it at least.

One does not have to be a born worrier to see trouble ahead. There is a nationwide undertow of fear and pessimism which good war news does not change. When Mussolini fell, the London Stock Exchange went up. But ours went down; "peace scare." That is not pretty. It is a reminder that the war, although it ended the scandal of a ten-year depression, did not solve it. Too many people, whether farmers, workers or businessmen, expect it to return. They have no faith that the system of democratic capitalism can keep America at full production and employment after the war. And perhaps that lack of faith is a kind of national failure, the kind that portends a revolution. The U. S. might just drift into tyranny because tyranny had no opposition; because the people had no faith in anything else.

What has happened to the optimism and the hatred of tyranny that were once characteristic of America? And what has happened to the capitalist system that made our country so rich? Is it really incompatible with full employment?

To get the answer to these questions, let us briefly re-examine the basic principles of the American political and economic system, and see how they have fared.

From 1776 to Now

The patron saint of U. S. capitalism is Adam Smith whose great book, *The Wealth of Nations*, was published in England in the same year that Americans declared their independence of England—1776. Smith was in a way part of our revolution, for he was against the same things we were against: feudal restrictions on a man's choice of ways to earn a living, and the "mercantile system" that exploited British colonies for the benefit of the British crown. The Declaration of Independence announced that all men are born free and equal, with certain natural rights, among them life, liberty and the pursuit of happiness. Smith announced that the world's wealth would increase fastest if free individuals were allowed to seek their own self-interest without interference from the State—so long as they observed the rules of justice. These were both exciting and revolutionary ideas in 1776; they lifted up men's hearts all over the world. What has been their subsequent fate?

The Declaration of Independence was from the start denounced as a fraud by the Tories, who pointed out quite justly that the Americans themselves did not apply it to Negroes. Later the Declaration became identified with the French Revolution and, through the Revolution, with Napoleon. It also inspired Bolivar and the liberation of Latin America. But in the long post-Waterloo reaction against Napoleon, few people either here or in Europe wanted to think about such revolutionary abstractions as the Rights of Man. So the Declaration remained a dead letter for a while.

The slavery issue brought it to life with a vengeance. The Abolitionists waved it like a battle flag, calling it more sacred than the Constitution. They forced the South to disown it entirely, John C. Calhoun calling its principles "a great and dangerous error." And the Whig Rufus Choate, who wished to by-pass the slavery issue, dismissed it as "glittering and sounding generalities." Yes, the phrase "glittering generalities" was coined by an American about the Declaration of Independence. But Choate's Whig Party was already dead. And eight years later the slaves were free.

After this victory, the Declaration of Independence went to sleep again. It was not seriously disturbed even by the First World War; and

since then democracy, not liberty, has been the watchword of progress. As for liberty—which is not the same thing as democracy, though they depend on each other—liberty has either been cheerfully infringed (as by Prohibition) or generally taken for granted, as something long since achieved. But it also turns up now and then as a mask for some selfish interest, like the late Liberty League, or like Mervin K. Hart's National Economic Council and its "Re-Declaration of Independence." Such misleading uses have given the name of Liberty an ambiguous sound. As with capitalism, the man who is for it is almost ashamed to say so, and usually calls it something else.

And what about capitalism? What happened to Adam Smith?

For a while his theories proved extraordinarily right. Both here and in England, wealth expanded with unparalleled speed. Freedom of inquiry unlocked science; freedom of enterprise put the new discoveries to work primarily for private profit but also for the general good.

Basic to Smith's doctrines was the idea of competition in a free market. That way one single man, however successful, would be prevented from getting too much economic power over others. But as U. S. capitalism developed, this doctrine was put under great strain.

First came the great "robber barons"—Gould, Vanderbilt, Rockefeller and the rest—who created national wealth all right, but who made their own economic rules in doing so. They not only bought up their competitors, but judges and legislatures to boot. The universal free market of Smith's theories became little more than a small clearing in a primeval jungle, with battling mastodons crushing lesser competitors underfoot. Meanwhile Charles Darwin had discovered the biological law of the survival of the fittest; and Herbert Spencer applied Darwinism to social science. By the time Spencer got through with it, Adam Smith's theory of competition and free enterprise was transmuted into a dogma which held that private individuals seeking their own self-interest can do no wrong, while governments seeking to restrain or correct them can do no right. Spencer even opposed public education and boards of health, on principle. In America the great anthropologist, William Graham Sumner, took a similar line. He believed that any government attempt at any social reform was foredoomed to failure. Such theories made humanitarians uncomfortable, while giving a moral sanction to practically anything the great capitalists wanted to do. As late as 1913, Henry Adams' bright young brother Brooks called the American capitalist "a revolutionist without being aware of it," because, since he considered Darwin a greater authority than Congress, "he is of all citizens the most lawless."

Is that true of American capitalists today? Of

CONTINUED ON NEXT PAGE

A Rum so Fine

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A Tip from the Tropics: For the perfect after-dinner drink, serve Riondo Gold Label Rum. It's so light, flavorful and fine in bouquet that you can sip it straight like a liqueur. And don't forget this finest rum from Puerto Rico always makes the finest rum drinks.

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AMERICA AND THE FUTURE (continued)

THE AUTHOR

John K. Jessup is chairman of a committee of Editors of TIME INC. publications which for almost two years has been making a systematic study of the problems confronting the United States at home and abroad. LIFE has asked Mr. Jessup to give his conclusions from this study in two articles. The first, herewith, deals with the American economic system. The second, to be published next week, will set forth the fundamentals of an American foreign policy.

In the course of the studies which Mr. Jessup has conducted, a vast amount of economic and political data has been surveyed and analyzed. These two articles do not, of course, attempt to summarize the data. Here Mr. Jessup shows how Americans can solve their problems by a modern and courageous application of the historic American principles of freedom.

a few, yes. A few still believe that any and all governmental attempts to interfere with the economy, from the passage of the Sherman Act in 1890 on down through the reforms of Teddy Roosevelt, Woodrow Wilson and the New Deal, would have been better left untried. And perhaps this Darwinized, dehumanized version of capitalism is the correct one. But if so, the capitalists need a new patron saint to authorize their economic behavior. For the world they live in is not the one described by Adam Smith. The world they live in contains at least two facts which Smith never had to face: modern mass production and chronic mass unemployment.

Mass Unemployment: Why?

Until 1930, mass unemployment was a temporary phenomenon of depressions, which always corrected itself sooner or later. It did not take a war to stop the depressions of 1837, 1873, or 1893. It just took time. There was always more new land, there was always an under-tow of optimism, there was no end to the ways a smart young man might make money. And when he made a little in one venture, he naturally invested it in another, or in an expansion of the first. Thus America's store of capital grew and grew, but it always found new uses for itself.

By and by businessmen found a different way to make money. Instead of investing in "expansion," they invested in "consolidation." That might mean any number of devices to bring their market under control. Buying up competitors, as Rockefeller did, was one such device; but so is buying up your sources of supply, as Ford and General Motors did; so is controlling your retail outlets, as General Electric does; so is running a patent factory, as every progressive corporation does in its research laboratory; so are price agreements of all kinds. It does not take a lawless Darwinist to indulge in such practices, which are legal. Nor are big corporations the only offenders. The farmers insist on government help to maintain the price of corn and wheat. The painters' union restricts paint-brush width to 6 inches and opposes the use of spray guns (except on "war contracts"). Small retailers get their states to pass anti-chain-store tax laws. Dairy states place an invidious tax on margarine. Many businessmen support tariff lobbyists in Washington. There are a thousand other examples. The great discovery of the 20th Century is that, by organizing and passing laws, any particular group of producers can corrupt or evade the blind justice of the free market.

This is a prime cause of unemployment. For when established producers have so many hooks in it, the market is less tempting to new producers. When old capital is so well protected against loss, new capital would rather join the old than try to lick it. The odds favor idle or timid capital. And when money is idle, so are men.

The connection between idle money and idle men was well understood by the classical school of economists. It was known that production, and the wages and profits it creates, must all be spent promptly on consumption or invested promptly in new enterprise, in order to sustain the original production. Not until the 1930's, however, did anyone suppose that this equation could balance and still leave millions permanently unemployed. The 1930's forced economists to re-examine this equation. Some of them, such as John Maynard Keynes in England, concluded that if people would not spend or invest their personal incomes and savings fast enough to

CONTINUED ON PAGE 38



"MY LANDLORD AND I STRUCK A BARGAIN ON STORM SASH..."

...and a bargain it was, for *both* of us. It came about this way. My neighbor showed me figures on how he kept his home warm on substantially less fuel last winter by installing Storm Sash, double glass insulation. Since I don't own my home, I decided to have a talk with my landlord. He told me about his problems with ceilings on rent. I told him of my problems with limitations on fuel. We agreed to share the cost. It's true, eventually he gets the Storm Sash, but in the meantime I get the heat and the savings."

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Storm Sash will go a long way toward solving your war-time heating problem. And furthermore, the money you'll save each month with window conditioning can be put into War Bonds where it works both for you *and* for Uncle Sam.

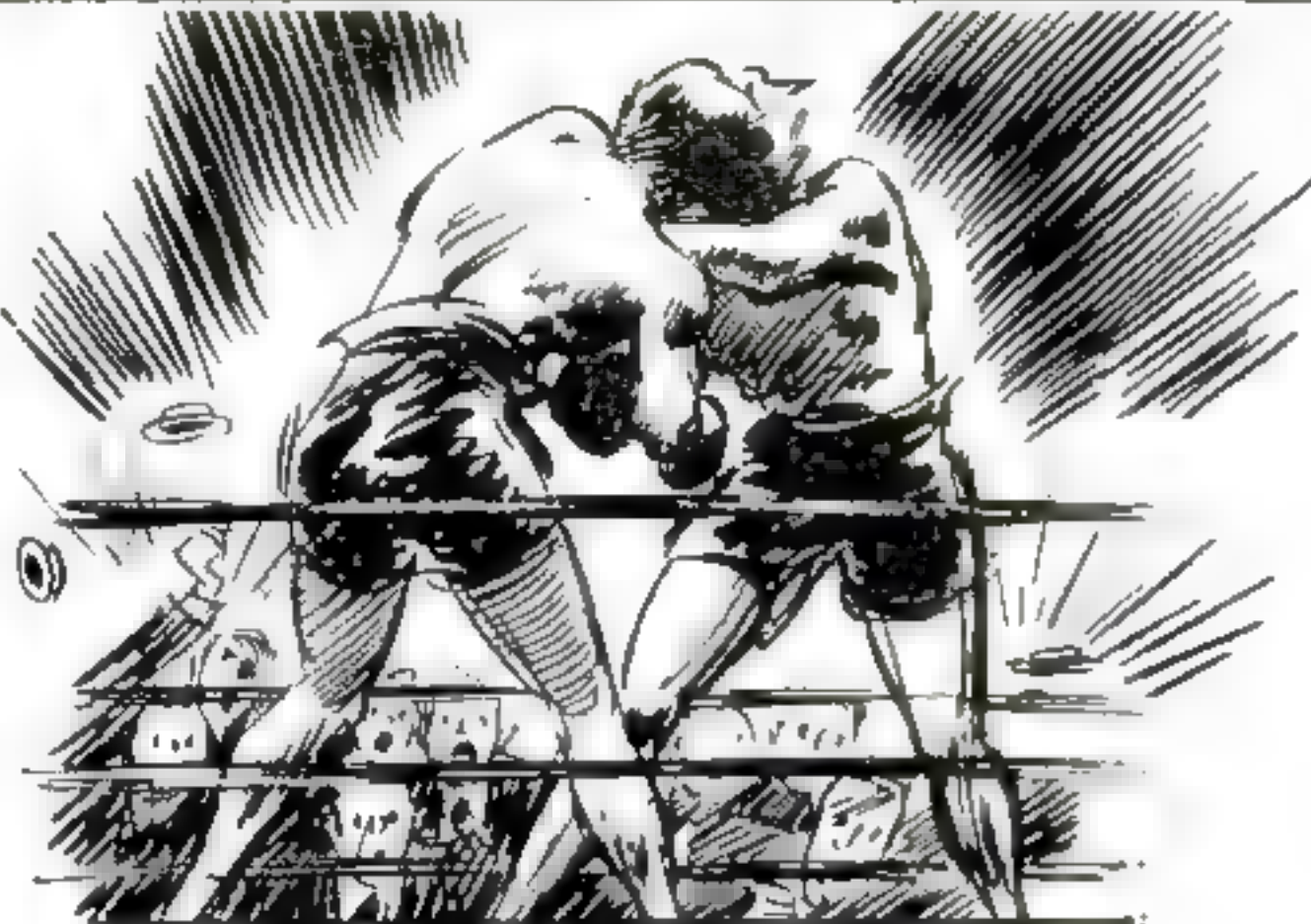
NOW IS THE TIME TO ORDER STORM SASH AND DOORS. More families will want to invest in Storm Sash this year than ever before. Your dealer may find his facilities taxed to the limit. Now is the time to order. If you choose to wait, you may have to wait your turn.

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..and Ten High!

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in whiskey smoothness!**



Please be patient. If your store or tavern is temporarily out of TEN HIGH there are two reasons: (1) Since all distilleries are now making war alcohol instead of whiskey, the available supply of TEN HIGH is on quota "for the duration." (2) Railways must give war materials and food the right of way, so your dealer's shipment of TEN HIGH may sometimes be delayed.

This Straight Bourbon Whiskey is 4 years old. 86 proof. Hiram Walker & Sons Inc., Peoria, Ill.

AMERICA AND THE FUTURE (continued)

keep everyone employed, then the government must step in, tax or borrow the idle money, and spend it for them.

The war illustrates how government spending on a bold scale can eliminate unemployment. It literally forced us to recover our productive stride. The war may cost us more than \$200,000,000,000. But it is estimated that the idle man-hours of the depression cost us that much. Hence many agree with Howard Vincent O'Brien's saying: "If a country can cure unemployment when the Government orders gun carriages for war, it can and should do the same thing with baby carriages for peace."

But the war also illustrates the dangers in forcing production and expansion from the top. The war has not stopped the freezing of the free market. Instead, it has brought us three new economic evils: regimentation, inflation and inefficiency. Or, as a disgusted New Dealer put it, "We have progressed in eight years from WPA to WPB."

Are inefficiency, inflation and regimentation the price of full employment? Is our only choice a choice of evils—depression or war? Such a choice would be an intolerable insult to Americans. We should refuse to make it, and we can.

Mass Production and "Collectivism"

The second great fact which Adam Smith did not have to face is mass production.

Smith and his school were frank apologists for a single social class, the middle class, who up to that time had less political power than the great landowners, rear guards of feudalism. The middle class was the spearhead of our revolution, the only class that dared stand for the equal rights of all men. Indeed, it was not a "class" at all in the feudal sense, for you did not have to be born or raised in it to be a member. All you had to do was have—or acquire—a little property. Moreover, the amount of property you acquired would always be roughly proportional to the wealth you created for society. Therefore, reasoned Smith's followers, the propertyless wage-earning classes would gladly follow the lead of the middle class, for the general prosperity was tied to it.

The wage-earning classes in England soon formed the Labor Party. In America, however, the working man as a rule did not think of himself as a member of a class. He still had his eye on the "classless" class above, the middle class, in which every man was independent. His strongest bid for working-class political power was not made until the New Deal years, from which came the Wagner Act and a militant C. I. O. By that time the class structure in America was changing fast.

This change was due in part to technological developments and in part to a legal novelty, the modern corporation. Whichever was the chicken and which the egg, together they transformed the industrial scene. In place of the simple factory system, with ownership, management and labor all in the same small town, they brought a system of gigantic pools of capital owned by thousands of stockholders, equally big pools of labor, and a new management class running the whole vast operation. General Motors, for example, in 1939 employed 120,000 workers in 90 plants. It would be hard to think of a more efficient production pattern than General Motors'. But its social pattern is revolutionary.

Going down a roster of GM employes, how would you like to separate the members of the "middle class" from those of the working class? You could not tell by the color of a man's collar, for many a toolmaker owns his house and some GM stock, and many a clerk doesn't. But neither toolmaker nor clerk is his own proprietor. That "proprietary" middle class, into which the worker hoped to graduate and which was the bastion of 18th Century freedom, has for all practical purposes ceased to exist within General Motors.

The ambitious worker can, of course, buy himself a tavern or a garage, and many do. But can he go into business in competition with GM? Only if he can first get control of a comparable number of men, skills and dollars. If his resources consist of thrift, wits and energy, he will do better to stay with GM, where his future is assured. Or, if he is so eager for "independence," let him join the United Auto Workers, and become a labor leader. Its 1,100,000 members are plenty independent of GM. But not of each other.

This is the alternative that faces the individual in every mass-production industry. He may have a job he likes, in a company he likes, with a union he likes. But he has no personal control over his own hours and working methods, or over the specifications and disposition of his product. Why, then, should he vote like a capitalist?

CONTINUED ON PAGE 111



What's Mr. Edwards engineering now?

"Sparring partner to some husky engines"—that's what Mr. Edwards calls himself. And that's the way he often feels when his day is over. There's a strain to being a plant engineer—especially with things going at a war-time pace.

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AMERICA AND THE FUTURE (continued)

Why should he care whether he works for GM or the government? He is practically collectivized already.

This fact of industrial collectivization is one reason why Marxism, though generally discredited in its primitive revolutionary form, has had such an influence. Seeing signs of actual collectivism all around him, the modern, streamlined Marxist thinks the frictions in our system will be eliminated when we go the whole hog and become politically collectivist as well.

And perhaps the collectivists are right. Their doctrine, like that of the Darwinians (their opposites), is coherent, consistent, clear. Its hero is not the individual but the mass; not freedom but "welfare," the general good. In that kind of society, the individual's rights, like his economic self-interest, are not supreme. They are inevitably directed by and subservient to society as a whole, which means a dictatorial State.

What Americans Want

Which of these two doctrines do most Americans favor? Neither one. The average American shares the Darwinian's distrust of government interference; yet he recognizes some realism in the collectivist's interpretation of economic facts. So, although both voices fail to convince him, the noise makes him uneasy, unhappy, afraid.

Pretty soon the troubled American turns his fears and his suspicions against his neighbor. Men of equally good will, like Henry Wallace and Alf Landon, start calling each other names.

Yet all the while it is not because Americans really disagree. Beneath the noisy surface of American politics, there is a profounder agreement than in years. Secretly, nostalgically, half-suspecting themselves of being out of date, most Americans believe in the same thing. They believe in that faded document, the Declaration of Independence; in their right to life, liberty and the pursuit of happiness; in the freedom and equality of all men.

The Declaration of Independence! Is it really relevant to the problems of the Air Age?

Suppose we were to take it for our guiding principle "that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed."

The first thing to note about this principle is that it demolishes the Darwinian and the collectivist doctrines alike. The Darwinian, even if he admits the existence of "unalienable Rights," denies that the function of government is "to secure these rights" (except perhaps the right of private property, on which the Declaration is silent). On the other hand, the Darwinian has, as the Declaration says of George III, "refused his Assent to Laws, the most wholesome and necessary for the public good."

The collectivist likewise denies these unalienable private rights. Moreover, like George III, the collectivist "has erected a multitude of New Offices, and sent hither swarms of Officers to harass our people, and eat out their substance." He dreams also of "altering fundamentally the Forms of our Governments."

The Declaration gives the Government the right, and charges it with the duty, of securing freedom for all citizens. But it also clearly implies—what the Constitution guarantees—that the Government must do this through laws and policies, not through blueprints and "swarms of officers"; for the only true dwelling place of freedom is under law. Within those limits, the Declaration provides us with a challenge, a warrant and a guiding principle to attack any problem that faces our civilization, today or any day. We do not need any more—or any less—revolution than that.

There are two kinds of freedom: political and economic. Political freedom is guaranteed to all Americans by the Constitution, and especially by the Bill of Rights. It is on the whole an effective guarantee. The South still denies Negroes their political rights, but practically all other Americans can vote, read, worship and talk as they please without fear of jail. Moreover, our Constitutional system of representative government and divided powers still works pretty well. It is about to win its second modern world war, proving itself capable of adaptation and survival.

Economic freedom, on the other hand—with which this article is therefore chiefly concerned—has been getting scarcer and scarcer in America for many years. Yet economic freedom is one of the bases on which political freedom ultimately rests. The makers of the Consti-



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AMERICA AND THE FUTURE (continued)

tution recognized this dependence when they wrote the Fifth Amendment, which protects life, liberty, and property against arbitrary government infringement. Jefferson recognized it; he hoped America would remain a nation of self-sufficient farmers, because the freest man is the one who controls his own livelihood.

Now an industrial society clearly cannot give every man complete control over his own livelihood. We are all too interdependent for that. But it can increase the number of proprietors, so that the trend toward collectivization is reversed. And it can also increase another, more modern kind of economic freedom: the variety of choices that confront each individual when he starts a career. It can see to it that each man is as free as nature made him to exercise initiative on his own behalf.

That is obviously a gigantic undertaking. If the American people want to adopt a policy of freedom, what must they do? They must first of all believe in it, and in the doctrine of free will which both Marx and Darwin undermined. Then they must tell their government to stop its aimless meddling on some fronts, and to get to work on others. Let us review these fronts, to see how a policy of freedom might work out.

Befriending the Enterpriser

It has long been assumed that the Government, in its relationship to business, should be an impartial umpire. Its administration of the laws must be impartial, yes. But its policies, if it is dedicated to freedom, must be partial to freedom's friends.

The best friend and exemplar of economic freedom in America is the small, new, ambitious, competitive-minded enterpriser—the man who is or wants to be in business for himself. Such a man should be the favorite of a truly liberal government; not only because his buying and selling keeps the market free and active; but because he keeps the economy expanding, because he creates more jobs for others to choose from, and because, in controlling his own livelihood, he represents a stage of economic freedom to which most Americans aspire. The more enterprisers, the freer the nation.

During the 1930's the competitive-minded enterpriser had a poor time of it. Monopoly discouraged him on one side, and on the other, the indiscriminating antibusiness blasts of the New Deal. Perhaps the greatest mistake the New Deal ever made was to align a people's government, in NRA, against the so-called "chiseler," who often as not was just an aggressive businessman who believed in competition. But the war has shown us that the *genus enterpriser* still flourishes in America. Henry Kaiser shows it; so do Jack & Heintz; so do hundreds of others, famous in their home towns. A re-awakened spirit of enterprise, of faith in capitalism and in exercising initiative in one's own behalf, is visible in much of business' own postwar planning, and in the statements of Eric Johnston of the Chamber of Commerce. It is likely to be found among returning soldiers.

Moreover, the U. S. economic structure, despite the centripetal force of war, is still soundly based on small enterprise. Some 1,800,000 business units, which are over 90% of all units, are small enough to employ less than eight people. There are also still 6,000,000 American farmers, who with their families make up a quarter of the population and who are, or can become, economically the freest of men. The American social pattern is still more mobile and less stratified than any great nation's. What, then, can the Government do to keep it so?

The Government can overhaul its tax structure. This tax structure has grown more and more cumbersome, senseless and oppressive to new enterprise, especially to the kind of new enterprise that takes risks. It needs a thorough re-examination, both in its detail and in its fundamental aims. It would not be difficult to design a tax program that would deliberately stimulate new or risk-taking enterprise, instead of discouraging it as in the past. A candid re-examination of our tax policy might find that the corporate income tax, for example, should be entirely replaced by an undistributed profits tax, or at least drastically reduced. It might find that inheritance taxes, on the other hand, should be much higher, as President Conant of Harvard has suggested.

The capital markets should be loosened up. In the old days a would-be enterpriser could usually get staked by his local bank. To keep banks from going broke it became necessary to discourage this kind of lending; but nothing has taken the old busted bank's place. Wall Street is not interested in such small and precarious forms of investment. Yet the small enterpriser must have access to capital, and

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AMERICA AND THE FUTURE (continued)

there are several ways in which the Government might clear the channel. One idea is a chain of Government-sponsored equity banks (perhaps under the Federal Reserve System) which would buy the preferred stock of promising ventures and market the successful ones at a profit.

The farmer should be made self-supporting. Too much of our farm policy in the past has been to subsidize or protect the farmer without doing anything about his underlying situation. All such help should be coupled with policies that will make the subsidies unnecessary. The Farm Security Administration does this; it creates self-sufficient farmers. The American land is still a growing point of freedom. But the farmer who depends on permanent government handouts is not free.

Having befriended the new enterpriser, the Government must also give him room to succeed. It must restore the free market. This cannot be done by a government policy of *laissez faire*. It requires a vast, co-ordinated attack on all of the free market's multifarious foes.

Monopolies must be prosecuted. The Sherman Act has been on the books for 53 years. The U. S. is the only big country that has such a law (intelligent Englishmen wish they had one) and it is deeply imbedded in American beliefs. But it was sadly neglected in enforcement until Thurman Arnold came along. And a truly liberal postwar government should enforce it not only with all of Arnold's zeal, but with more consistency and system.

A thorough campaign against monopolies will require great skill and courage, for vested interests of every kind stand in the way. Moreover, its victims will point out (what is perfectly true) that a 100% free market is an illusory ideal that never existed, even in Adam Smith's day. Even the Post Office, the most nearly perfect monopoly, has competitors in the telegram and the telephone. But if the Government's antitrust policy is realistic as well as aggressive, it can revive competition in many markets where it has needlessly declined. It can bring a downward pressure on those "administered" prices which are too high for maximum volume.

The corporate charter should be re-examined. "Limited liability" is not a natural right; it is a legal privilege. The Supreme Court, not the Constitution, gave corporations the same protection in their property that individuals enjoy. Fifty years ago all corporations were limited in their right to own other corporations. They can be limited again. A law providing for some form of Federal incorporation could change the whole course of corporate development.

Such a law would be unwise if it reduced the size of business units below maximum efficiency. But many business units are too big for their own good. They have passed the point at which (as one economist describes it) "the savings of large-scale production are offset by the wastes of large-scale oversight." No government can ever locate that point exactly for every industry; but ours can at least make a start. We can oppose unnecessary gigantism, and ask corporations to prove that they need to be as big as they are.

The patent system needs reform. It was set up to encourage invention, but it has been employed to discourage competition. Big companies subsidize thousands of inventors, but sometimes use their inventions for monopolistic ends. A few procedural reforms will do much to restore the patent system to its original function. If that is not enough, the Government can try compulsory licensing.

And Unemployment?

Suppose the Government does all it should, and still we get a depression? For progress in the best of times seems to go by fits and starts.

Unnecessary want has no place in a policy of freedom. The victim of involuntary unemployment is not free, nor is the man in any walk of life who, because of monopoly, illiteracy, or other unjust reason, is deprived of his chance at self-fulfilment. It is within the Government's power and duty to prevent unnecessary want.

The direct method is social security: provision against unemployment, old age, sickness. In an economy whose wealth is increasing, elementary security is never expensive. It is rather a prudent insurance of the nation's human resources, which will some day make their unique contributions to the national wealth, whether as enterprisers, musicians, or just good mothers and fathers. It is only when the total wealth of the country ceases to grow that social insurance becomes expensive.

If the conditions of freedom and expansion are maintained, so that the country's productive machinery is in good working order, then



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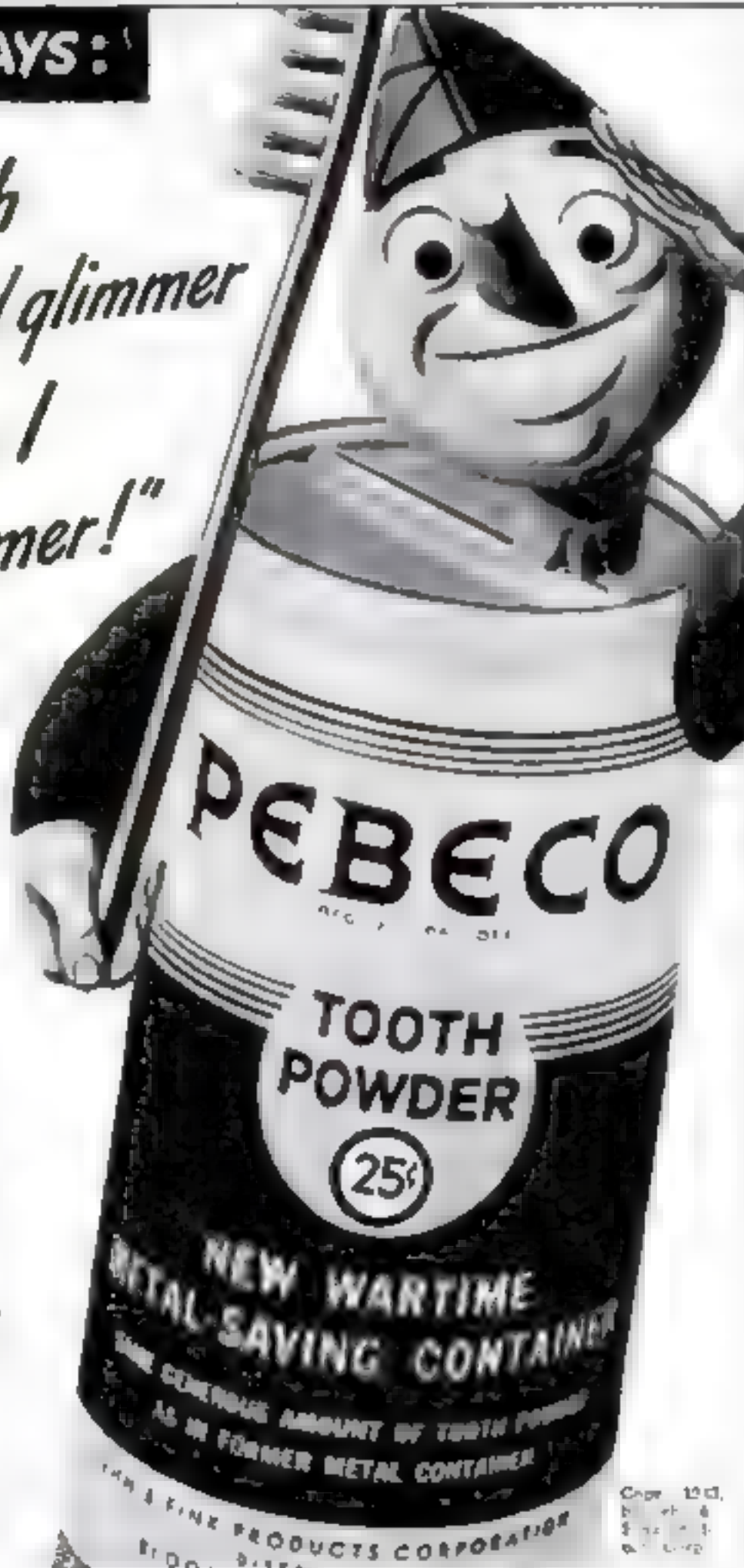
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AMERICA AND THE FUTURE (continued)

the Government can employ a still more powerful weapon against unemployment. This is its fiscal policy, which means the relationship between what the Government borrows, what it collects in taxes (and from whom), and what and where it spends. Some combinations of these factors have the effect of reducing or raising consumption, others of reducing or raising savings and investments; and these are all factors in the equation of which production—i. e., employment—is the X we wish to control. There is a right fiscal policy for every phase of the business cycle. If the Government, with the help of economic science, finds and applies the right policy, we can maintain a high and fairly steady level of employment at all times.

If it is to employ this tool of fiscal policy, the Government cannot be asked to balance its budget every year. Some years, yes; and some years it will need a surplus; but there will be years when to "balance the budget" will be to unbalance the economy. For example, it may sometimes prove wise for the Government to stimulate consumption by a general sales bonus (a sales tax in reverse); or to encourage investment by certain kinds of tax incentives; or to redistribute purchasing power within the economy in other ways. It cannot do this effectively if its own budget comes first.

Or, when employment falls, the Government can claim our idle men and resources for public investment projects of its own: roads, dams, schools, urban redevelopment and the like. These public works can and should be planned in advance if waste is to be avoided. If they are well chosen, they will start a new flood of private investment. Indeed, that must be a primary object of all government fiscal policy: to maintain and increase new private investment. For the expanding activities of free competitive individuals are the only sure guarantee of increasing national wealth.

It took us a depression and a war to learn all these facts about our own economy; and the Government has not even yet applied the lessons at all well. If a future liberal government applies them well and we still have a depression, it will not be because of "the inherent contradictions of capitalism." It will be because our economic knowledge is still incomplete. But already we know that the waste and tragedy of the 1930's could have been prevented. And we have every reason to suppose that there never need be mass unemployment in America again.

Test of Democracy

But are not these new tools dangerous? Is it not asking a great deal of democracy that they be intelligently used? Both Congress and the Administration have for years behaved less like a government than rival brokerage houses for special interests. Moreover, will not the "common man" try to increase his little share of the existing national product, rather than to help enlarge that product by acts of individual creation? Wouldn't he rather stay a hired man? Does he really want freedom?

That will be the test of our democracy. Not merely from the "common man," but from all sides, there will be fears and pressures against an aggressive policy of freedom. Those who are doing a right will want to leave well enough alone. "Monkey with General Motors? Why, they're winning the war. Big business is O.K. if it doesn't make too much money. We'll have to do business with Russia and China, won't we? Then we'd better stay partly collectivized ourselves."

Branch Rickey began breaking up the Dodgers in midseason and the fans screamed bloody murder because this jeopardized Brooklyn's "chance for second place." Rickey used to sell off his stars in St. Louis, and the fans yelled there, too. But every time he shook up a good team, he won a pennant a year or so later. There is no second place in the history of great civilizations. An unfree system, however seemingly efficient, is unnatural to Americans. Others are better at that game than we are, and always will be. The thing that made us strong was freedom, and if we are still serious about it, it will make us stronger.

Wealth is not the end of life. A truer understanding of freedom might have saved us from the self-defeating money-quest of the 1920's. A true policy of freedom is one which first sets men free to make a living, but then sets them free to be teachers, scientists, artists, statesmen, philosophers or what they can. All avenues of wisdom and to strength will be open in a truly free society; for the thing to be liberated is the human spirit. That is what the Declaration of Independence was about, and what all our revolutions must be about until the end of time.

DARWIN



AIR STEP SHOES ILLUSTRATED ARE DIRECT COLOR PHOTOGRAPHS BY
H. Williams

We can't guess which will be your first fall choice in shoes—a service type, a street style or a shoe for dress. But this we can do—make all our Air Step* Shoes so good in style, so sound in quality, that you'll wear them long. And to make sure you'll wear them easily, we give them extra comfort with the shock-absorbing Magic Sole. It keeps you "Fresh at Five." See Air Steps soon—at your Air Step store. Or write for name of Air Step dealer near by. BROWN SHOE COMPANY, Manufacturers, St. Louis.

SARGE



Three
Smart
Dependables



DELHI

Air Step

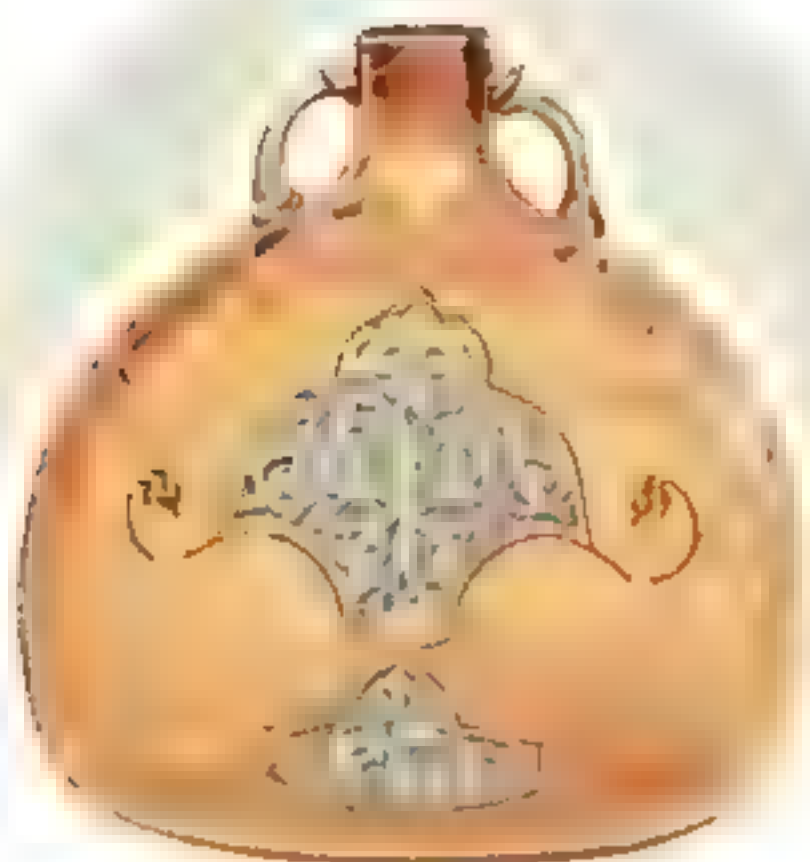
THE SHOE WITH THE MAGIC SOLE

\$6⁵⁰

HIGHER DENVER WEST

*Reg. U S Pat. Off.

Famous Old Bottles



Pilgrim Bottle of Saracenic glass...made about 1300 A. D. This medieval bottle is believed to have been blown in Mesopotamia. It is now a priceless treasure of the British Museum.



Wine Bottle made in 1581 for Henry III. Of silver gilt, bearing the royal crest, this famous old bottle was exhibited in the Louvre at the beginning of the war.



American Antique made in the 1830's. The inscription on this bottle was inspired by the advent of the railroad. Fortunate is the collector who possesses a 'Railroad Flask'.

Due to British War Restrictions gold foil has been eliminated and other slight changes have been made on the outside of the familiar Johnnie Walker bottle — but inside good old Johnnie Walker whisky remains unchanged.



The Black Label Bottle bearing the name of Johnnie Walker and famous since 1820. The quality of its contents makes this 12-year-old scotch a treasure among whiskies. It belongs in your home.



BORN 1820
still going strong

Johnnie Walker

BLENDING SCOTCH WHISKY
BLACK LABEL • 12 YEARS OLD

86.8 Proof
CANADA DRY GINGER ALE, INC., New York, N. Y. Sole Importer



BORN 1820
still going strong



"WE AIN'T DOIN' BAD THIS YEAR, CONSIDERIN' THE FLOOD AND ALL," SAYS SHARECROPPER JACK WICKHAM TO CONGRESSMAN SCHWABE AS THEY STUDY PENCILLED FIGURES

THE HOME FOLKS

A CONGRESSMAN FROM MISSOURI GOES
OUT TO HEAR WHAT THEY ARE SAYING

Like most members of the 78th U. S. Congress, Max Schwabe of Missouri's Second District went home this summer to find out what his constituents were saying. Next week he and the rest of the Congress should be back in Washington with plenty of advice, complaints and good down-to-earth pontifical talk ringing in their ears. A LIFE photographer and correspondent heard some of this talk while traveling around Max Schwabe's district with him last month. Schwabe is a big (6 ft. 3½ in., 245 lb.), dark-haired, soft-spoken Republican who sold life insurance in Columbia, Mo., and never did anything very political

until he ran for Congress in 1942 and was elected by a narrow squeak (566 votes). Some of the voters he met had never even heard of him, many had never seen him before. Others greeted him with breezy gusto, referring to his towering build "Well Max, I see bein' in Washington a n't cost ya no flesh."

One constituent who made no serious complaint was Jack Wickham, *about* a sharecropper in the Republican belt along the northern edge of the Ozark hills. He lost 45 acres of freshly planted corn in the spring floods, but made up for it by replanting and working as a laborer at Bagnell Dam. But bitterness

and baffled fury greeted Schwabe wherever he went in the rich and normally Democratic counties along the Missouri River. Lack of farm labor (which the farmers blame on "Washington" and its draft policies), lack of feed (which they blame on the OPA), alleged "paupering" of city workers by the Administration—all these complaints brought forth the most picturesque Missouri epithets, many of them unprintable. Republican Schwabe agreed with some of this, and listened patiently to all of it, for that is a Congressman's job. Doubtless he will continue to think of it often when he comes to cast his votes this winter.

weather doesn't matter to . . .



smart as a topcoat . . . and ready for rain!

This fall outsmart the weather in a new Rainfair Storm Coat. Its trim, smart lines meet your "fair weather standards" for quality, style and tailoring, yet every Rainfair is *showerproofed* to give rainy day protection. You'll find, too, that a Rainfair stands up to hard wear as well as wet weather. Rainfair coats are expertly made to hold their shape . . . and Rainfair fabrics are picked for wear-ability.

But, remember, military needs are our first responsibility this year. Rainfair dealers, however, are supplied with civilian models now. But we suggest you see them soon.

left: grafted . . . \$11.50 expertly tailored Balmacaan style coat of fine top quality gabardine *showerproofed* for rainy day protection. Sleeve and deep yoke lining of lustrous rayon. Regular length. Choice of light olive, taupe and fawn.

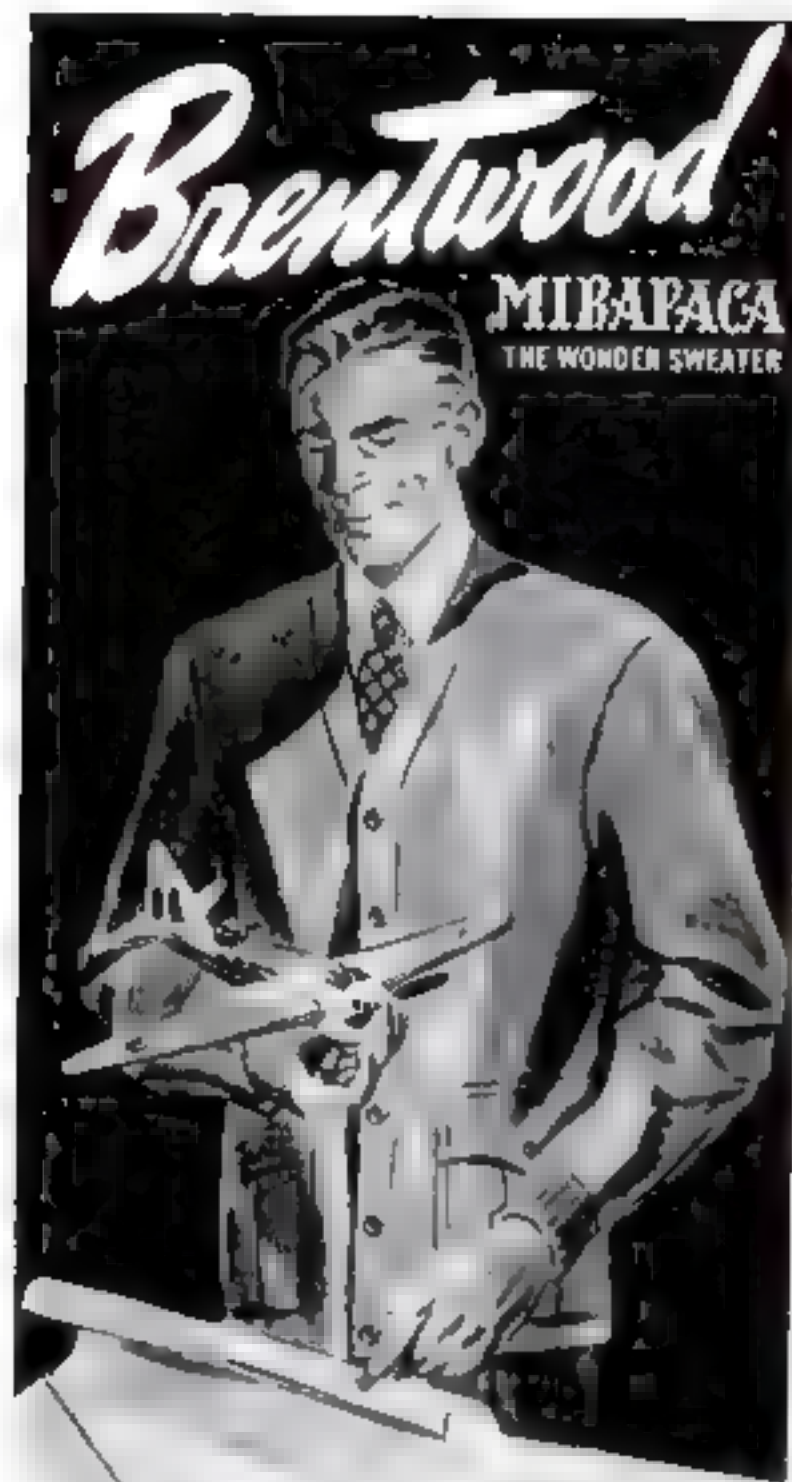
center: ziprain . . . \$13.75 an easy-fitting English-style Rainfair. This smart knee length Storm Coat is made of fine quality *showerproofed* gabardine in style-right shades of bleached bone or light olive. Sleeve and deep yoke lining of rayon.

right: tackle twill . . . \$16.75 a well-fitting raglan sleeve *showerproofed* Storm Coat made of wear-and-weather-defying Skinner's Tackle Twill® used for paratrooper uniforms and other military garments. Choice of tan or eggshell. Medium length.

free: write today for illustrated booklet of Rainfair Storm Coats that make you shine in any weather . . . address: Chicago Rubber Clothing Company, Racine, Wis.

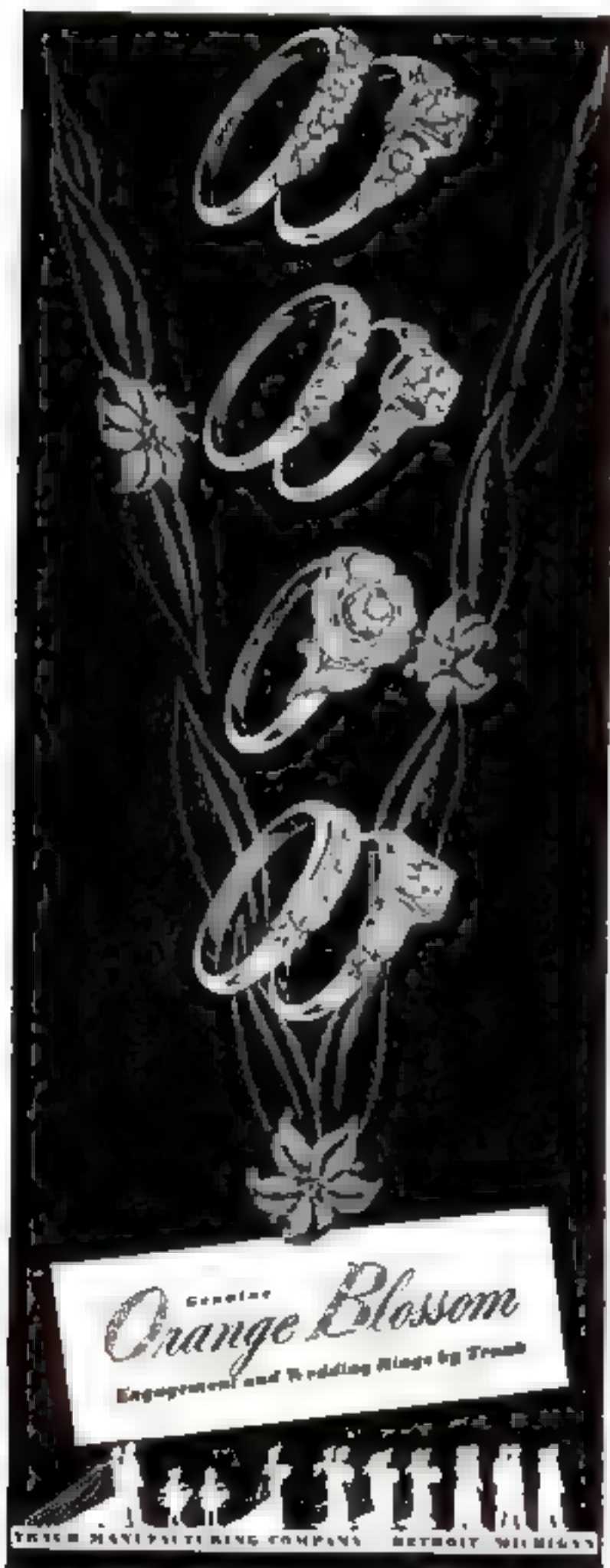
buy war bonds first!

Prices slightly higher West of the Rockies *REG. U. S. PAT. OFF.



Mirapaca... America's most advertised sweater... will give you wearing pleasure for many seasons. Light in weight, warm, and feathery soft... It radiates an air of smartness that all lovers of fine sportswear admire. For business or leisure wear there's nothing like a Mirapaca... **\$6.00**
America's Sweater Favorite.

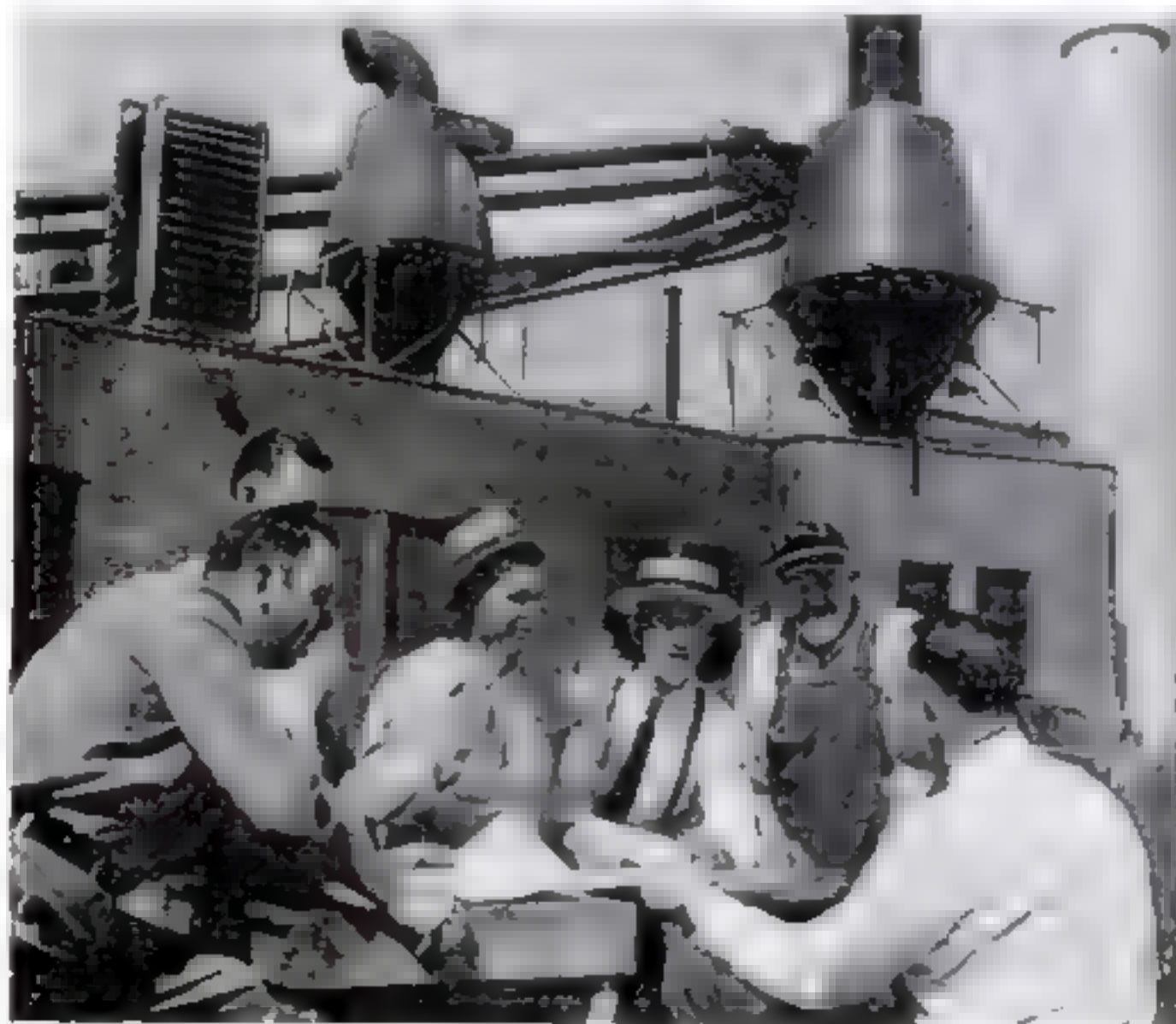
Prices slightly higher west of the Rockies
BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK



Back in Sunday School at the Christian Church in Columbia, Schwabe leads in singing *Jesus Loves Me*. He taught a boys' Sunday-school class before going to Washington, has been a deacon of the church for 16 years. He does not drink or smoke.



Brown Family Reunion, an important annual event in central Missouri, hears Congressman Schwabe (left) as featured speaker. Dinner included fried chicken, potatoes, beans, several salads and desserts. The Browns came from Kentucky in 1821.



Union workers are not numerous in Schwabe's district, but there is a solid organized labor group at Moberly, where one shoe plant makes 12,000 pairs a day. Here union officials tell Schwabe (right) they did not like his vote for Smith-Connally bill.



WE DON'T TALK ABOUT TOILETS!

An unsanitary toilet is "unmentionable" in any household. It's unnecessary too. Ugly film and stubborn stains are removed easily and quickly with Sani-Flush. No scrubbing. Every time you use this scientific compound you clean away many recurring toilet germs and a cause of toilet odors. Do it at least twice a week.

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Even cleans the hidden trap. *Cannot injure septic tanks* or their action and is safe in toilet connection when used as directed on the can.* Sold everywhere. Two handy sizes.

FREE* For Septic Tank Owners

Septic tank owners don't have to scrub toilets, either! Tests by eminent research authorities show how easy and safe Sani-Flush is for toilet sanitation with septic tanks. For free copy of their scientific report, write: The Hygienic Products Co., Dept. 23, Canton, Ohio.



Sani-Flush

CLEANS TOILETS
HOWLE WITHOUT
SCOURING

Buy still **MORE** war bonds

Foot Itch Fought While You Sleep

Does Athlete's Foot make the skin on your feet itch like fire, crack, peel and blister? Have you tried a lot of things with little help and does trouble keep coming back? Many of these pains and stubborn symptoms often are due to *eczema* (a physician's prescription) usually used to work fighting the itch and helping the skin come clearer, softer and smoother with the first application. Nixoderm works while you sleep and in 2 nights must satisfy you or your money back is guaranteed. Get Nixoderm from your druggist today, try it tonight and see it fast it works.

Nixoderm



TRUCKING TO TUNIS
Because MARLIN BLADES are popular in the armed forces, we suggest—make yours last longer!

THE MARLIN FIREARMS CO.

Relax in



TOMORROW'S Furniture Is Ready for You TODAY!



COMPARE These Features:

- Made by the world's largest furniture manufacturer
- New "streamline" designs
- Assures proper body support
- Fits the natural body curve
- Wide, roomy seats
- High, comfortable backs
- Makes rooms look more spacious
- Permits variety of room arrangements
- Traditional Kroehler quality

PICTURE this attractive furniture of tomorrow in your home today...its streamlined grace makes your living room brighter, less crowded, and more livable.

Think, too, of the wide variety of pleasing room arrangements which are possible...intimate "conversation groups" easily rearranged to accommodate a bridge party, or for watching home movies (or television, in the not too distant future). And think of the simple, clean-cut design

that makes this furniture look correct in many groupings...of the modern absence of unneeded bulk that makes your rooms look more spacious.

And, above all, think of the comfort! Kroehler Posture-Form Furniture—so different from anything you've ever seen—assures the true seating comfort that comes only from proper body support.

See Kroehler Posture-Form Furniture—the distinctive, durable new furniture of tomorrow—on display at your Kroehler dealer's...today!



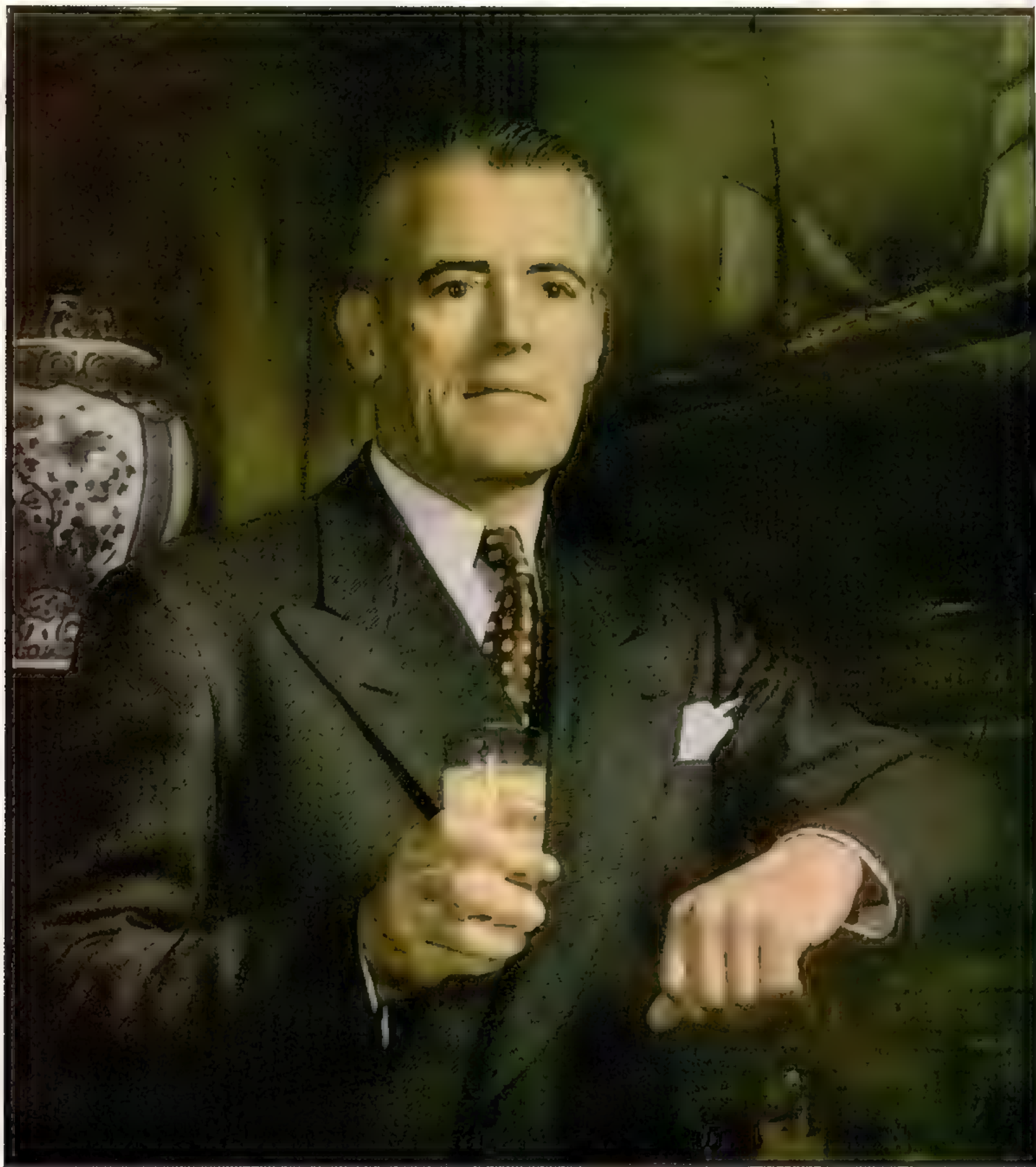
KROEHLER

Posture-Form FURNITURE

A large portion of the facilities of the 10 great Kroehler factories are now devoted to the production of war matériel—

such as: LINK TRAINER BODIES AND CONTROL DESKS • PLYWOOD AIRCRAFT PARTS • SIGNAL CORPS CABLE DRUMS • CANVAS PRODUCTS • LIBERTY SHIP INTERIOR FURNISHINGS





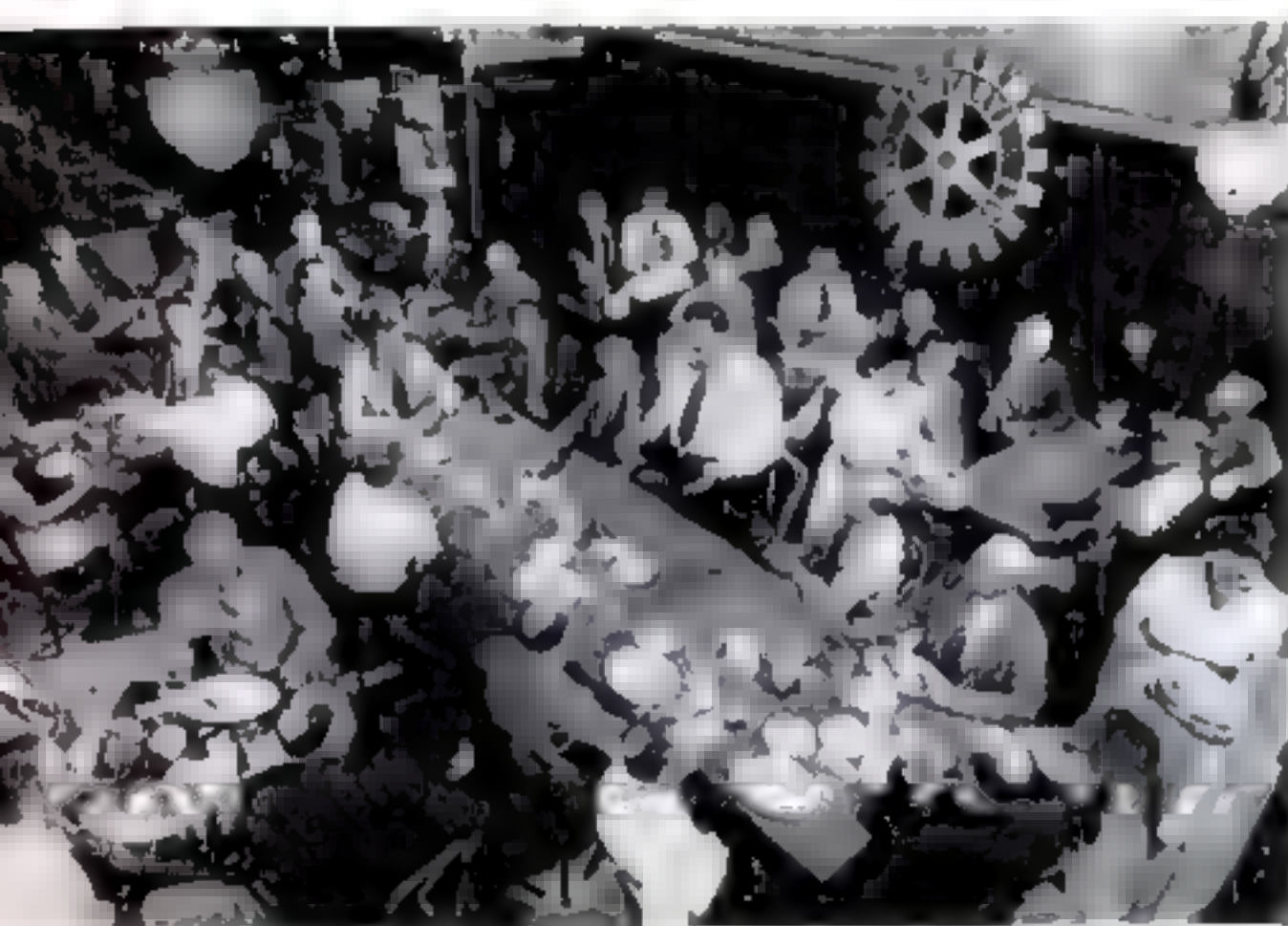
For Men of Decision....LORD CALVERT

FOR YEARS Lord Calvert has been the most expensive whiskey blended in America. *So rare...so smooth...so mellow...* it has never been produced except in limited quantities. Lord Calvert is "Custom-Blended" for the enjoyment of those who can afford the finest...each bottle numbered and registered at the distillery by Calvert.

LORD CALVERT IS A CUSTOM-BLENDED WHISKEY, 85 PROOF OF GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CO. 111 N. NEW YORK CITY.



"Man, I've got troubles," Farmer Rudy Bueger (right) tells Schwabe. Bueger's son is now in New Guinea with the Army, and he can't get help to replace him. "I've already lost 20 acres of wheat and rye and nobody is doing anything about it," Bueger says.



Rotarians at Moberly hear their Congressman (center, in shirt sleeves) give report on Washington. "The blank-check era is over, so far as domestic affairs are concerned," he tells them. The club members asked Schwabe to help develop the Moberly airport.



At home in quiet Columbia, Congressman Schwabe (left) wipes his dimpled face and watches his daughter, Maxine, ride her bicycle. A neighbor's girl is skating on the walk. Schwabe is proud that he lives in an average house in average Missouri town.

Life smiles on the man
with

*** Pipe Appeal**



B LONDE or brunette—they prefer the man who smokes a pipe! But don't let 'em down! Follow through—with true PIPE APPEAL! Put Prince Albert in the bowl. FRAGRANCE to keep 'em smiling—on a date—at home—in the office—anywhere. GOOD TASTE to keep you smiling—rich taste, yet mild and mellow, easy on your tongue. P. A. is no-bite treated, crimp cut—the world's largest seller. Keep 'em smiling with Prince Albert Tobacco—PIPE APPEAL for all!

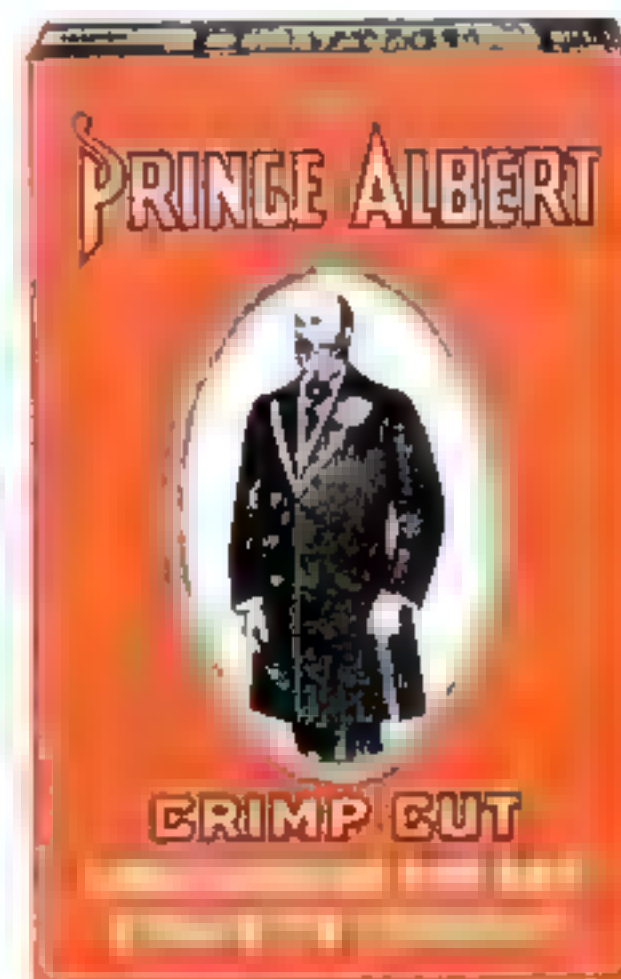
*** PRINCE ALBERT**
THE NATIONAL JOY SMOKE

50

pipefuls of fragrant tobacco in every handy pocket package of Prince Albert

70

fine roll-your-own cigarettes in every handy pocket package of Prince Albert



BUY
WAR
BONDS
AND
STAMPS

IT'S THE NO-BITE
SMOKE —
THE RICH TASTE
COMES THROUGH
MILDLY!





Ladder shortage leads Rose Williams, renter, to stand on shoulders of husband, George Ketiladze, electrical engineer and part-time magician. Later, wife and paint pot fell.



In baggy overalls, Richard Taylor, *New Yorker* cartoonist, works on front door as Mrs. Robert Simpson watches. Taylor also drew some surrealist birds on wall of Stock children's bedroom.



PARTY WAS IN FULL SWING BY 3 P.M. AS GUEST PAINTERS SWARMED ALL OVER THE HOUSE.

Life Goes House-Painting

Owners and helpful artist-neighbors get together to do a useful job that turns into a good party.



HAROLD STECK (ON ROOF IN FOREGROUND) MIXED GALLONS OF WHITE PAINT. MRS. STECK (ON THIRD LADDER FROM THE LEFT) WAS GENERAL HELPER, FEEDER, BOTTLE-WASHER

Mr. and Mrs. Harold Wallis Steck of Newtown, Conn. live on a hill in a pretty white house which they built themselves last year and which, until two weeks ago, badly needed a second coat of paint. Faced with the scarcity and the costliness of house painters, the Stecks asked their neighbors, many of whom are artist members of Newtown's summer colony, to help them with the job.

Preparations for the house painting party which en-

sued were simple. Mr. Steck, a former landscape architect who now works for General Electric, rounded up ladders and mixed paint for his helpful guests. Mrs. Steck splurged on ration points to get hot dogs for all and set up barrels of hard cider under the trees. Guests wore their oldest clothes and brought their own brushes.

That the party was a success is shown by pictures here. People came and went all through the hot, bright day of Saturday, Aug. 21. They worked where their fan-

cy led them. When they were tired, they rested. When they were hungry, they ate, cooking their own at an outdoor grill. Horseplay abounded and usual amateur painters' wisecracks ("Don't break your neck, you won't get workmen's compensation!" "This is dull—let's go paint the cows over there."). A magician among the guests gave a performance on the lawn. Everyone got thoroughly disheveled and the women got paint in their hair. But by the end of the day the house got painted



How long should it take to say GOOD-NIGHT?

It's Etiquet to say good-night almost the minute you reach your doorway. A long, drawn-out farewell embarrasses a man—unless he's in love with you. And he's more likely to fall in love with you if you keep yourself dainty-sweet. Use *Etiquet*—the new antiseptic deodorant cream. It's more effective! Works 5 ways!

It's Etiquet that stops under-arm perspiration 1 to 3 days



***BIKE TESTS**
prove *Etiquet* cures 24 hours of under-arm perspiration odor and other deodorant cream troubles. Details sent upon request.



Guaranteed by
Good Housekeeping
11 MAY 1943
NOT AN ADVERTISED PRODUCT

- SAFELY STOPS under-arm perspiration 1 to 3 days. No moisture stains on dresses.
- SAFELY STOPS under-arm perspiration odor 1 to 3 days, 24% more effective than other deodorant creams tested.*
- SAVES CLOTHES. Prevents clothes-stains, clothes-rot due to under-arm perspiration.
- ANTISEPTIC. Pure. Soothing. Not irritating to normal skin. Safe to use every day.
- WORKS FAST. Disappears from sight. Not greasy, not sticky. No need to rinse off. Dab on... dress... dash!

LOOK FOR THE BLUE-PLAID JAR AT
TOILET-GOODS COUNTERS. 10¢, 39¢, PLUS TAX.

Copyright, 1943, by Lohr & Fish Products Corp., Bloomfield, N. J.

Buy War Bonds and Stamps!

Etiquet

THE ANTISEPTIC DEODORANT CREAM



Host Harold Steck works in the shade of mammoth sunflower. He is author of book on amateur landscaping (*Right in Your Own Backyard*), designed the house himself.



Guest George Ketiladze surveys his paint-smear'd self. Despite sticky hands, he put on impromptu show of magic tricks to amuse fellow guests between painting hours.



Youngest painters were 5-year-old Sara Steck and 4-year-old Richard Wells. The daubed happily all day, contributed to general messiness by painting ladder rungs.



"The pause that refreshes:" drinks are served to ladder-sitters who include (low-right) Diana Tond, daughter of head of New York's Board of Higher Education



arty but happy painters assemble on lawn before Steek's glistening white house. Many stayed to eat and drink more but host and hostess quietly collapsed indoors.

©1941, THE WINCHESTER REPEATING ARMS CO., DIV. OF WESTERN CARTRIDGE COMPANY

BRIGHT SPOTS IN HISTORY. . . . Imagine the feeble light that you'd get from fireflies imprisoned in a perforated gourd. Primitive men, it's recorded, used that combination. Contrast this with the modern convenience and dependability which Winchester flashlights and batteries provide.

Winchester Batteries Assure Light... **BULLET-FAST**

For 77 years now, superlative craftsmanship has maintained Winchester arms and ammunition in premier place—the world around. And similar craftsmanship, similar care and precision, have always governed the manufacture of Winchester flashlights and batteries.

But these are war days and, as you'd expect, Winchester flashlights being made of critical material, are no longer available for civilian use. Winchester batteries also, are critically limited by the demands imposed through war-priority.

WINCHESTERS ARE SERVING ESSENTIAL NEEDS

This explains, of course, why today you may not get the Winchester batteries you ask for. But, come Victory, you will again have light... bullet-fast... with Winchester flashlights and batteries.



WINCHESTER REPEATING ARMS CO.
New Haven, Conn.
Division of WESTERN CARTRIDGE COMPANY

WINCHESTER BATTERIES

FOR MEN WHO REALLY KNOW PIPES

Royalton



Makes a home-body
feel like Somebody.

To enrich your close-to-hearth hours select a Royalton for complete smoking satisfaction . . . The pleasure that a Royalton brings will endure long after ordinary pipes have been laid aside.



Royalton
Silver Crown
\$5
Choice Grains

Wherever Better Pipes are Sold

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THIS STROP



gives
DURHAM
blades
NINE LIVES

If you're the lucky owner of a Durham Duplex Razor*, this Victory Strop will make your long-lasting Durham blades last even longer. Durham's famous hollow-ground blades are twice as long-lasting as other blades—to take repeated stroppings for "new blade" smoothness every shave.

In case you don't own a Durham Razor, you can still find one at your drugstore. Send \$1 direct for special Durham strop out. Can be used only on Durham Duplex Blades. Try, No C. O. D.'s.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.



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MODERN
UNDERWEAR

Buy quality. Make every garment last. Our production for the Army and Navy comes first.

Trade Mark
OTIS UNDERWEAR
57 Worth Street
New York
BUY WAR BONDS

PICTURES TO THE EDITORS

(continued)

WORM'S PROGRESS

Sirs:

I took these pictures of a measuring worm (also called inchworm or looper) to see how the worm really gets ahead. Your readers will notice that the worm has three pairs of legs way up front and three more pairs far in back. When he wants to go somewhere he hangs on with his front legs and pulls his rear up (second and third pictures from top). Then he clutches the twig with his back legs and shoves the front ones ahead again (fourth picture). The bottom picture shows him getting set for another step forward. It may not look as though he made much progress, but any gardener can tell you these little worms get around!

JOHN K. KARLOVIC
Chicago, Ill.



CHAMPION SPARK PLUGS



go to sea in many ways, but in none so loaded with dramatic possibilities as in the Sikorsky Helicopter—powered by Warner engines, Champion equipped.



Ever since the first airplane flight, the helicopter principle of vertical ascent and descent and the ability to hover motionless has challenged the ingenuity of designers.

The Sikorsky Helicopter does all these things and more, suggesting countless uses in both war and the peace to come. Most vital of its possibilities at the moment is its ability to take off and land on cargo ships, spot their mortal enemy, the submarine, and to direct fire from convoy and escort ships.

The Sikorsky Helicopter, now in pro-

duction for the Army Air Forces, is powered by a Warner engine equipped with dependable Champion Spark Plugs. Here, as on every front, Champions are giving their dependable best for Victory.

On the home front, Champion Spark Plugs "keep 'em rolling" by getting the last mile out of every gallon of gasoline—by providing that efficient ignition which insures better and more dependable engine performance—upholding and adding to their worldwide reputation as Champions both in name and in performance.

**FOR NATIONAL SECURITY—
FOR PERSONAL SECURITY—BUY WAR BONDS**



REMEMBER, WHEN YOU'RE BUYING THINGS
THAT GENTLE NORTHERN ALWAYS BRINGS

COMFORT AND SAFETY!



Northern Tissue is so *safe* for children and so comfortable for grown-ups because it's *soft* and oh, so *gentle*.

Families everywhere say Northern is *their* choice for a fine bathroom tissue because it's *strong* and more *absorbent*.



Gentle-softness, safety, strength and absorbency! These are the four qualities of a *superior* bathroom tissue—the four qualities you *always* get when you buy—
NORTHERN TISSUE.



Copy. 1949, Northern Paper Mills, Green Bay, Wis.

GAUZE is another grand tissue. It's *gentle*, too. A little lighter, a little lower priced. Thousands use it.



DO YOUR PART! BUY WAR BONDS AND STAMPS REGULARLY!

PICTURES TO THE EDITORS

(continued)

"NIGHT WATCHMAN"

Sirs:

I snapped this picture of an old tree about 7:30 p.m. one night on my way home from work. I had walked by it many times and it always looked kind of spooky, but I didn't realize how human it was until I developed this picture. I don't

believe Walt Disney could do better than this, do you?

I still walk by the old tree every night and now I call it "The Night Watchman."

WILLIAM DIGGINS

Toms River, N. J.



"WHITE SCOTTIE"

Sirs:

I thought your readers would be interested in seeing what a close resemblance a river can sometimes have to a dog. I took this picture of the Tennessee River from Signal Mountain near Chattanooga, way back in the good old days when I was a

civilian. It looks for all the world like white Scottie in a perfect "His Master's Voice" pose. The black shadows which help make the deception so perfect are pine trees in the foreground.

SGT. J. D. GIVENS

Albuquerque, N. Mex.



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more U.S. War Bonds today?*

I.W. Harper

Bottled in Bond under the
strict U. S. Government standards.

Our distilleries today
are devoted to the production of
alcohol for war purposes only.

it's always a pleasure

I.W. HARPER

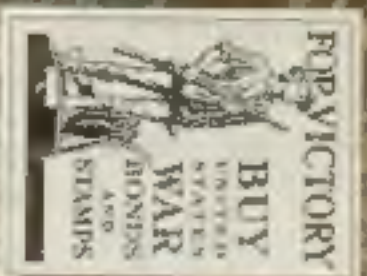
the gold medal whiskey



Kentucky Straight Bourbon Whiskey, Bottled in Bond, 100 Proof. Bernheim Distilling Co., Inc., Louisville, Ky. | Tune in Schenley's Cresta Blanca Wine Carnival Every Wednesday Evening C. B. S.

LUCKY STRIKE MEANS FINE TOBACCO!

"Tobacco Expert." Painted from real life in the tobacco country by Joe Jones



... YES, LUCKY STRIKE MEANS FINE TOBACCO!

So Round, So Firm, So Fully Packed—So Free and Easy On The Draw